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# MAD IND® BOOK OF SILLIES & NONSENSE

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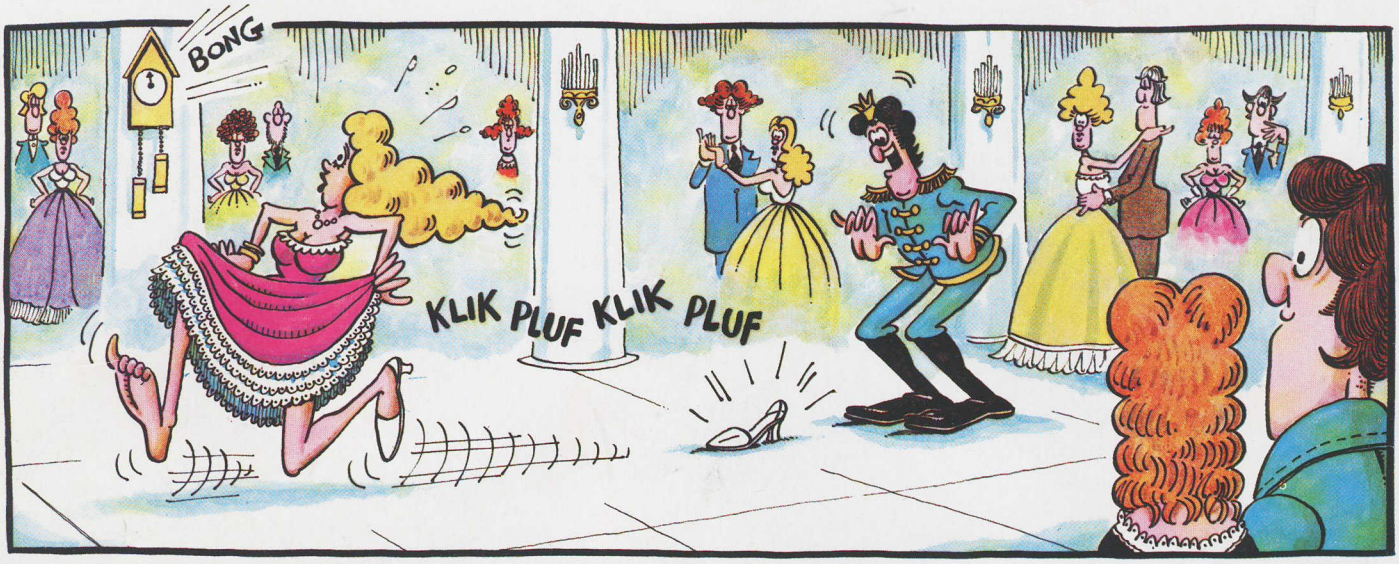
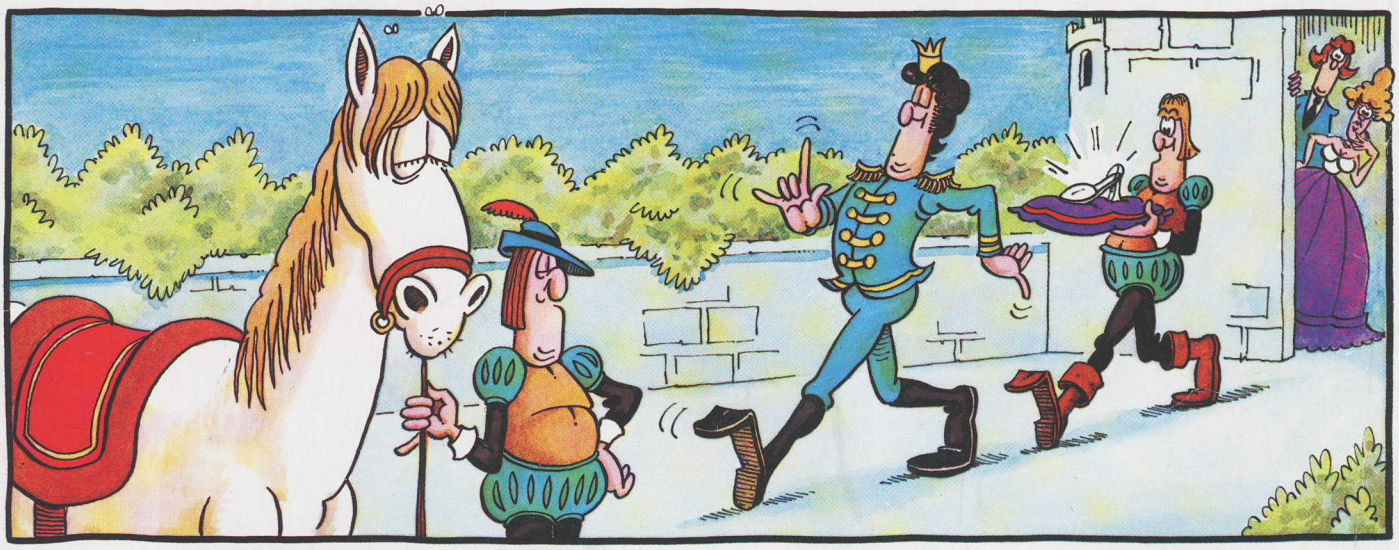
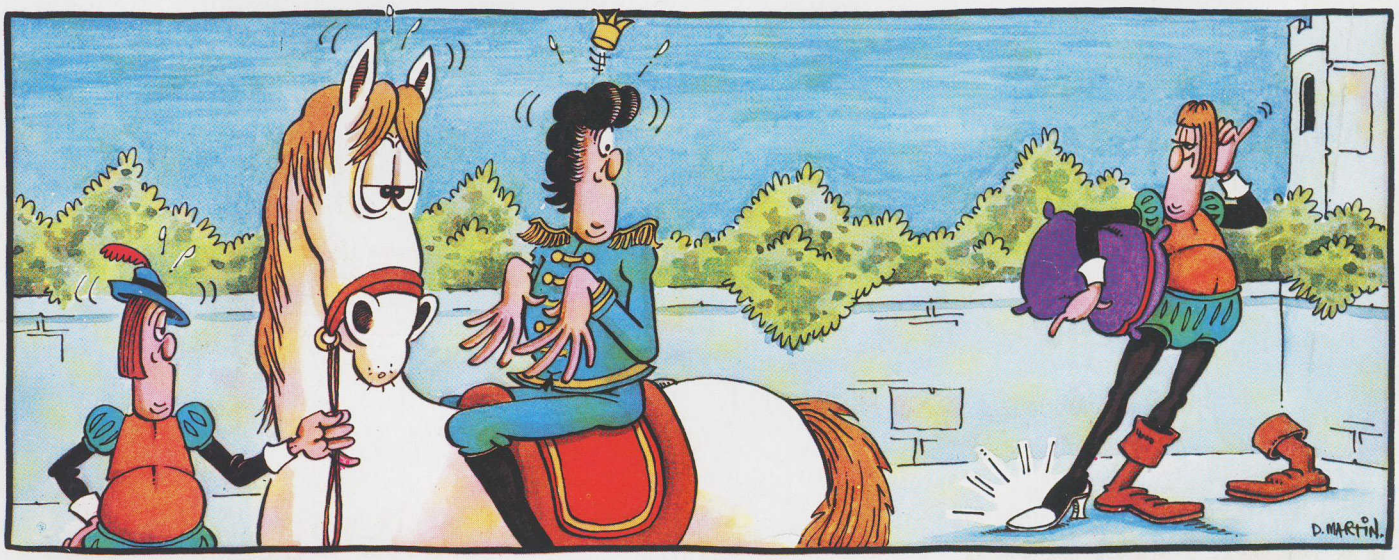
# A Fairy Tale






ARTIST : DON MARTIN WRITER: SERGIO ARAGONES

# SUPER SPECIAL NUMBER 58 THE MAD BOOK OF SILLIEST NONSENSE SPRING 1987

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*the usual gang of idiots*

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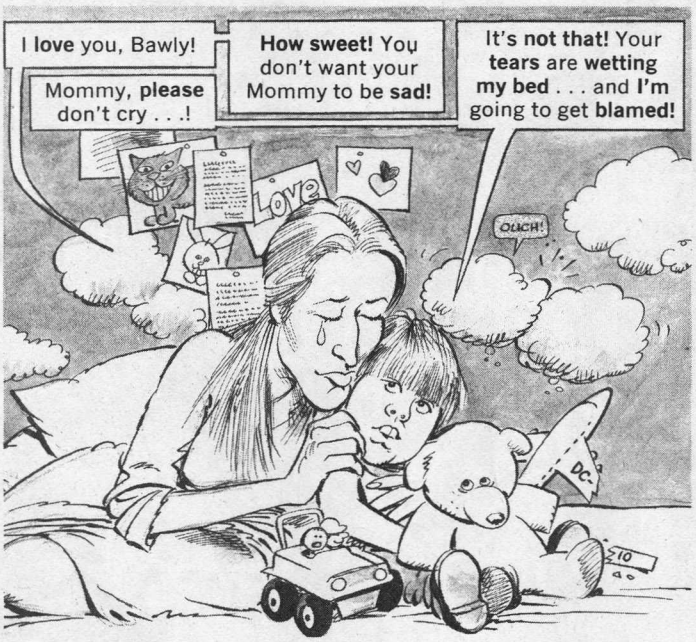
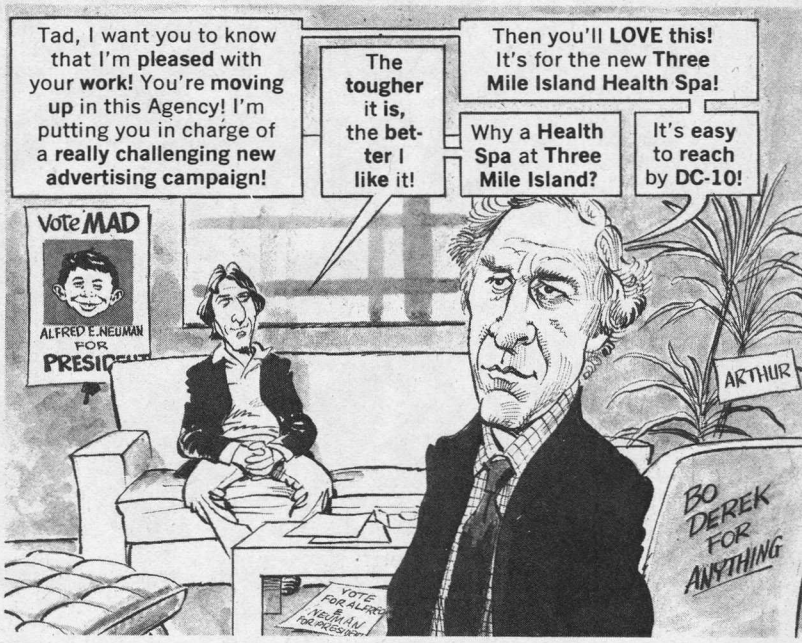
## CUSTODY'S LAST STAND DEPT.

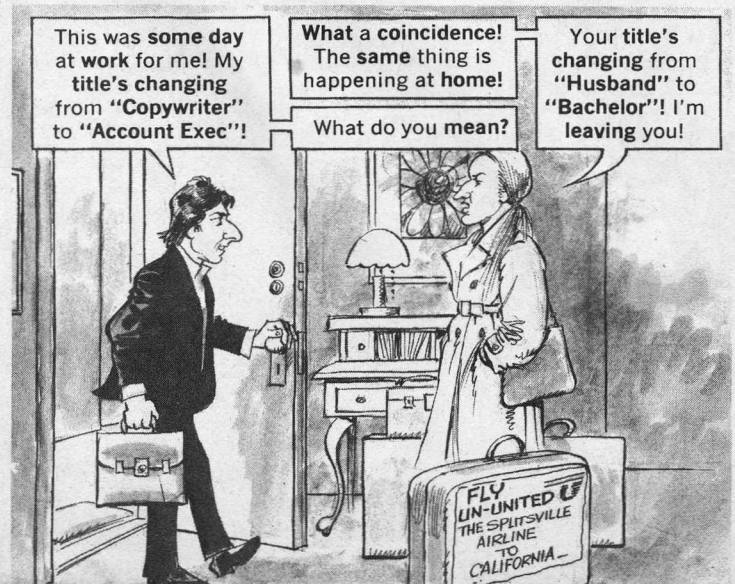
**So you really think that all we ever satirize are movies that are pretentious or stupid or bomberoos, eh? Well . . . HA! We laugh in your freckled faces! HA! There's a picture out now that's a real winner! So does that mean we shouldn't touch it?! Get outta here!! We enjoy a tear-jerker as much as the next person! So here we go with MAD's version of the "Super Sobber Of The Year", mainly...**

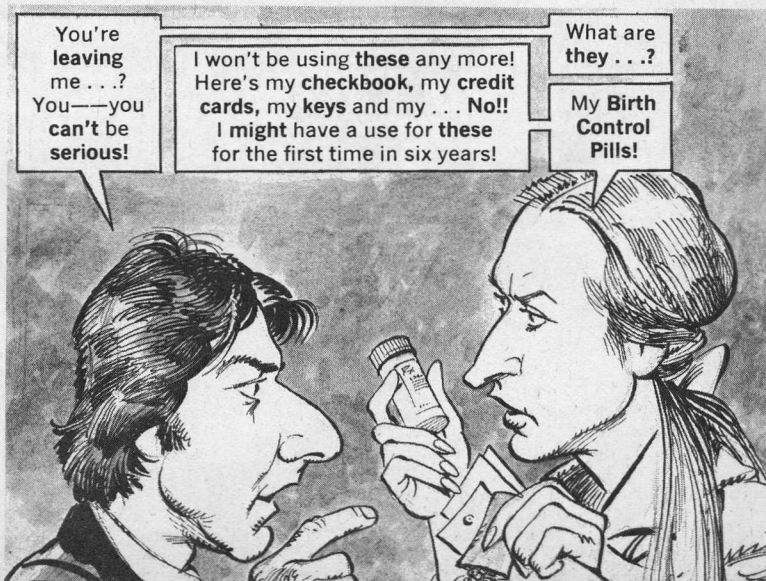
# "Crymore vs. Crymore"

ARTIST: MORT DRUCKER WRITER: STAN HART



Tad, if you **stop me** from **going**, something **terrible** is sure to happen!

**What . . .?** You'll **destroy yourself?**

And the **whole idea** of this **movie!** Tad, **listen** to me . . . I **don't love you!!**

**So?**

What do you **mean,** "So?"?

I mean, you're **not supposed** to love me! **We're MARRIED!**

**Why** did Joanne **leave** me?

Because she felt **neglected, frustrated** and **unhappy!**

Yeah . . . she's been **saying** that for **years!** But **why** did she **leave** me?

Maybe because you're **too sensitive** a **guy!**

Just take it from me that Joanne is **very confused, depressed, sullen, bitter** and **terribly resentful!**

Well . . . considering her **mental condition,** it might have been **worse!**

How's **that?**

**She might** have **changed her mind** and **STAYED** with me!

You mean, she **left** and **didn't take Bawly . . .?**

That's **right!** She left him with **me!**

A **six-year-old** who needs **constant attention,** who demands **love** and **affection every moment,** who requires **supervision day and night, night and day?**

As a **Mother,** what would you suggest **I do . . .?**

**Pack your bags** and **LEAVE . . .** before the kid **wakes up!**

**Hey . . .!** Don't you **flush** the **toilet** when you're finished?

**Don't HAVE TO!! Nothing** went into the **toilet bowl!**

**Great!!** And **me** standing here **without my slippers!!**

CHILDREN MUST WASH HANDS BEFORE AND AFTER USING BATHROOM AGENT

Daddy, **where's Mommy?** What **happened** to her?

I **don't** want to **upset** him by telling the **truth!** He's **too young** to **handle** it! *Hmm!* **What** should **I tell** him . . .?

**Ah!** *I got it!*

Mommy's **dead!**

**Hey,** Daddy was **only** making a **joke!** Where's your **sense of humor,** Grouch?

Where **IS** she?

Mommy and Daddy had an **argument** and **Mommy left!**

**Why** didn't **YOU** leave . . . and **Mommy STAY?**

Because **Mommy** is a **lot smarter** than Daddy!!

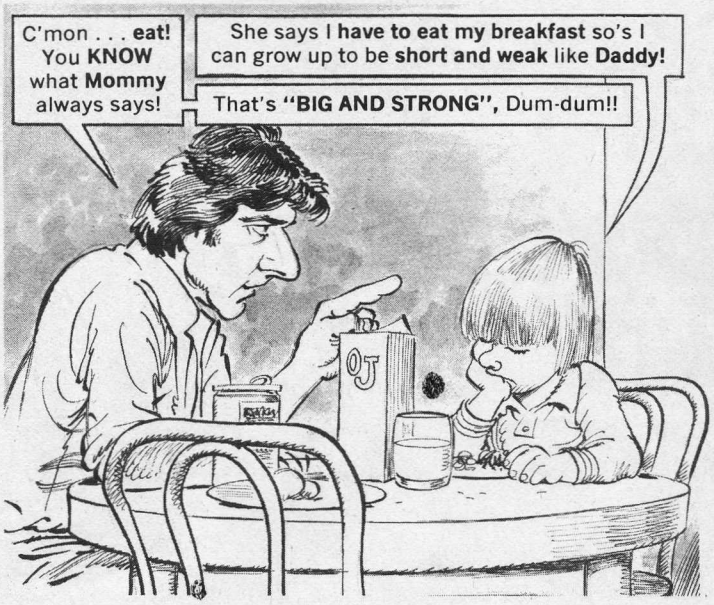
*Mmm* . . . just **wait** till you **taste** this **French toast!**

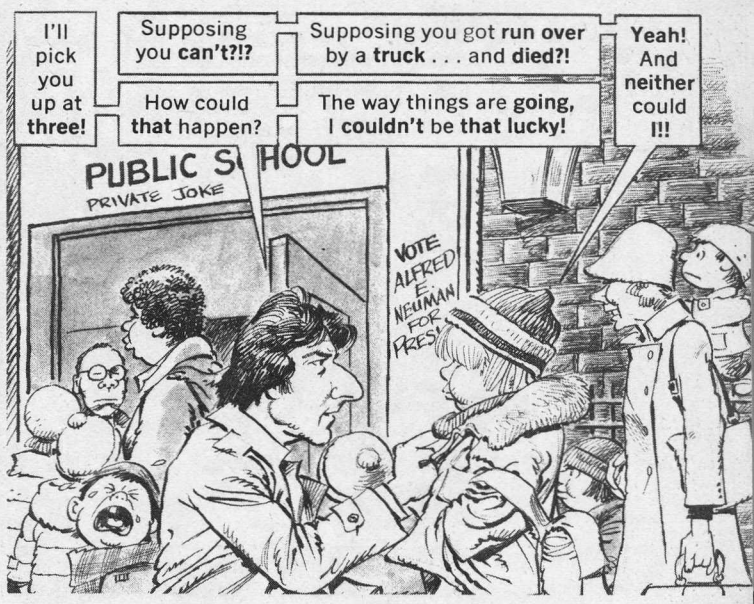
Can I wait till I'm **sixteen,** or till you **learn** to **make it** . . . whichever comes **first?**

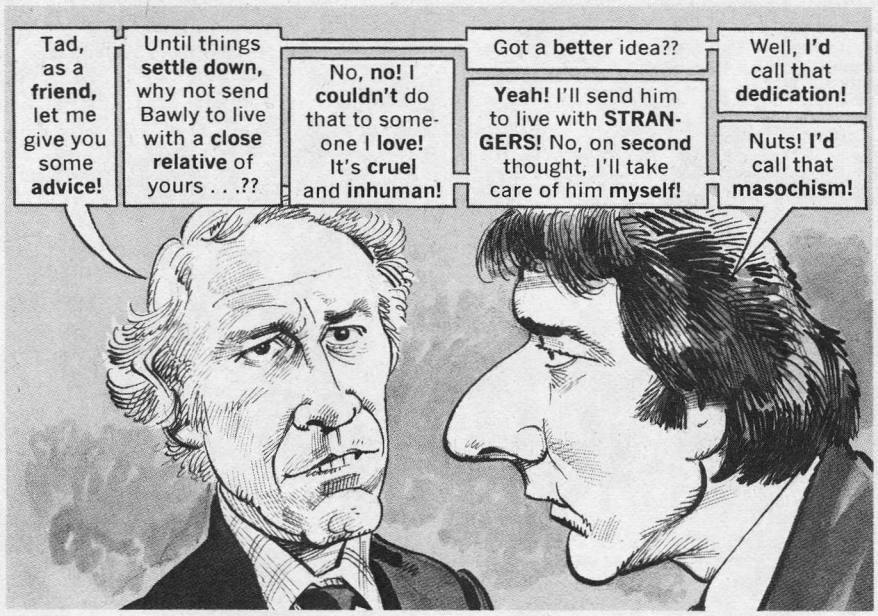
FAT FREE MILK

SPAM

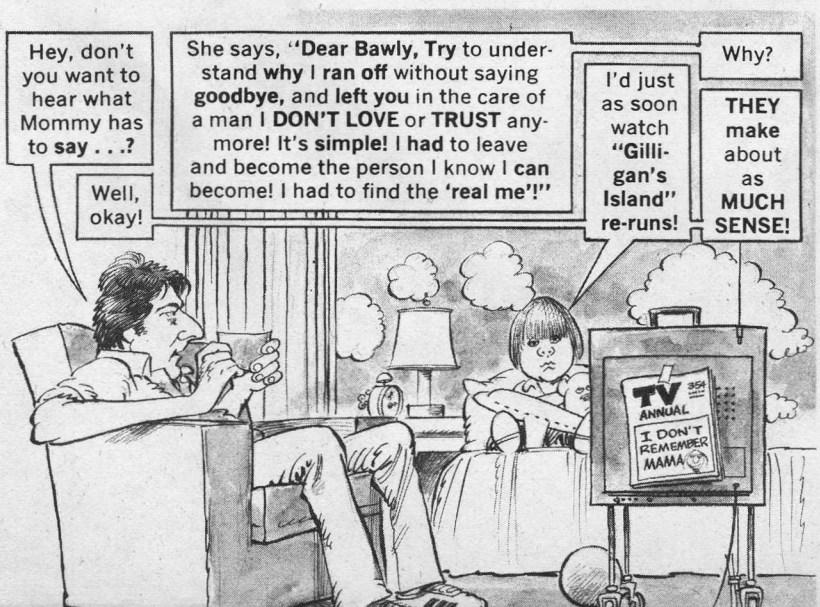
TASTE FREE


C'mon . . . **eat!** You **KNOW** what **Mommy** always says!
She says I **have to eat my breakfast** so's I can grow up to be **short and weak** like **Daddy!**
That's **"BIG AND STRONG"**, Dum-dum!!
OJ


I'll pick you up at **three!**
Supposing you **can't?!?**
How could **that** happen?
Supposing you got **run over** by a **truck** . . . and **died?!**
The way things are **going,** I **couldn't** be **that lucky!**
**Yeah!** And **neither** could **I!!**
PUBLIC SCHOOL
PRIVATE JOKE
VOTE ALFRED E. NEUMAN FOR PRESY

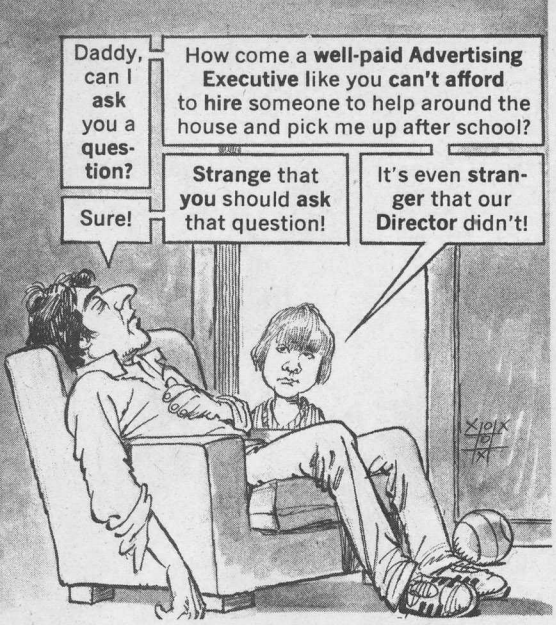

Tad, as a **friend,** let me give you some **advice!**
Until things **settle down,** why not send Bawly to live with a **close relative** of yours . . .??
No, **no!** I **couldn't** do that to someone I **love!** It's **cruel** and **inhuman!**
Got a **better** idea??
**Yeah!** I'll send him to live with **STRANGERS!** No, on **second** thought, I'll take care of him **myself!**
Well, **I'd** call that **dedication!**
Nuts! **I'd** call that **masochism!**

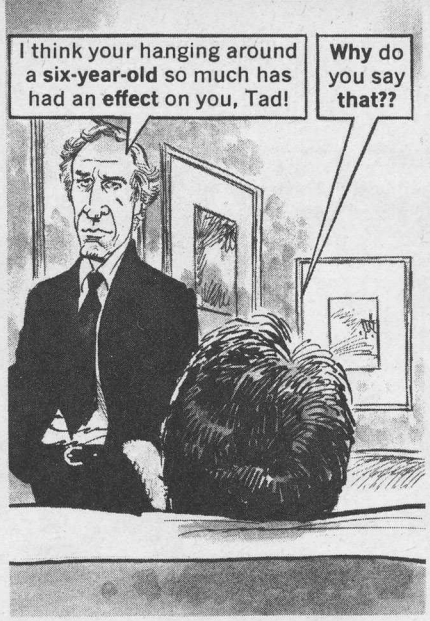
**Look,** Bawly, you got a postcard from **Mommy** today!
Mommy **who?**
**Sometimes** a **short attention span** can be a **blessing!!**
MOMMY
NATO

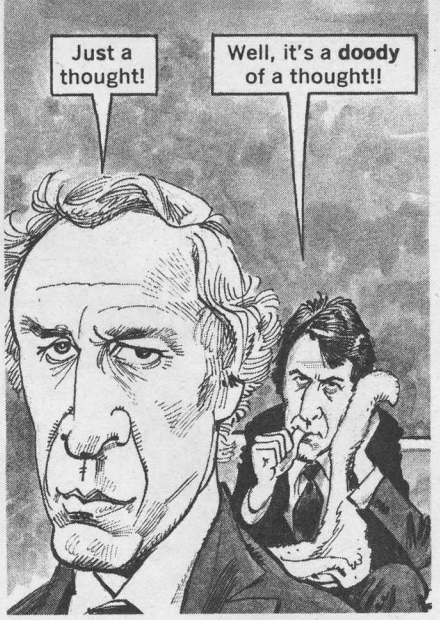

Hey, don't you want to hear what Mommy has to **say . . .?**
Well, okay!
She says, **"Dear Bawly, Try** to understand **why** I **ran off** without saying **goodbye,** and **left you** in the care of a man I **DON'T LOVE** or **TRUST** anymore! It's **simple!** I **had** to leave and become the person I know I **can** become! I had to find the **'real me'!"**
Why?
I'd just as soon watch **"Gilligan's Island" re-runs!**
**THEY make** about as **MUCH SENSE!**
TV ANNUAL
I DON'T REMEMBER MAMA

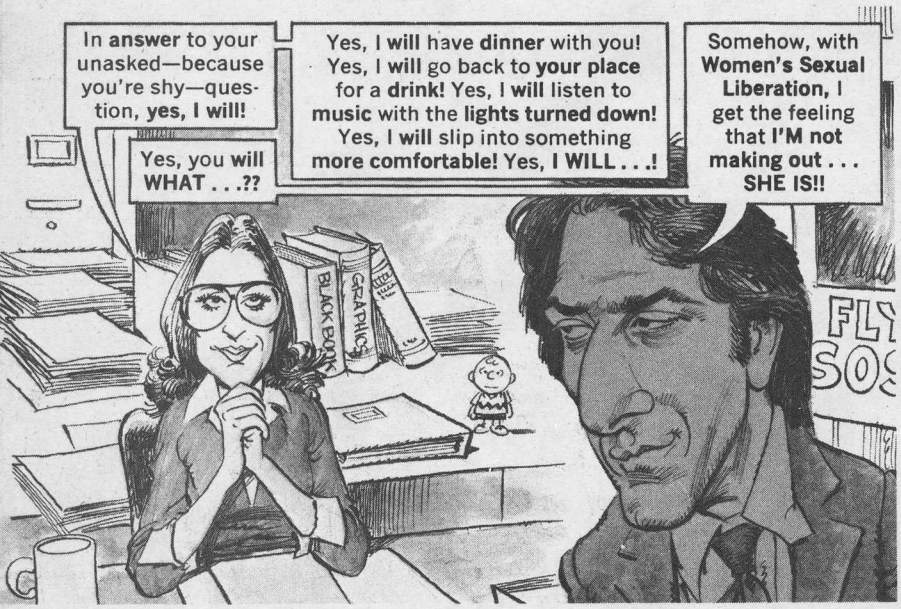
THE VANISHING MUMMY

WALL ST JOURNAL


Daddy, can I ask you a question?
How come a well-paid Advertising Executive like you can't afford to hire someone to help around the house and pick me up after school?
Sure!
Strange that you should ask that question!
It's even stranger that our Director didn't!

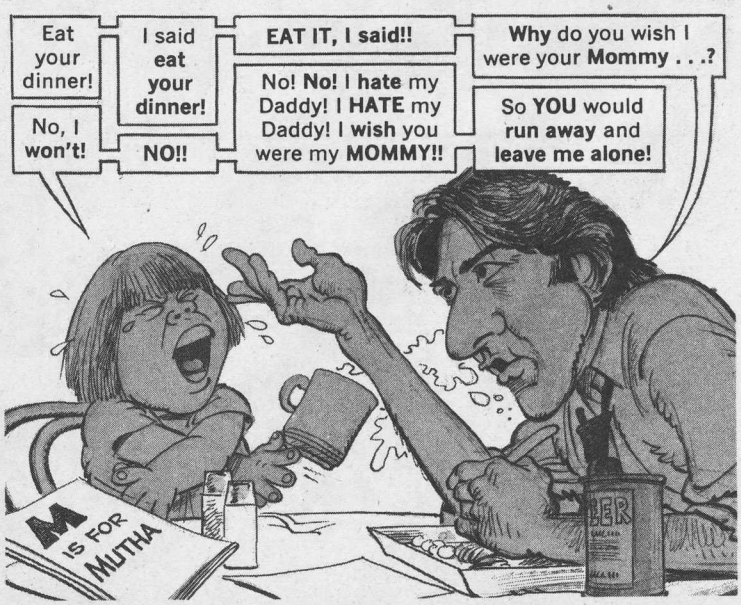

I think your hanging around a six-year-old so much has had an effect on you, Tad!
Why do you say that??

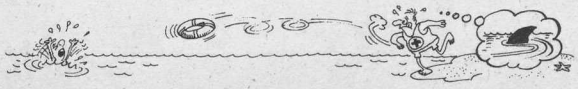

Just a thought!
Well, it's a doody of a thought!!


In answer to your unasked—because you're shy—question, yes, I will!
Yes, you will WHAT . . .??
Yes, I will have dinner with you! Yes, I will go back to your place for a drink! Yes, I will listen to music with the lights turned down! Yes, I will slip into something more comfortable! Yes, I WILL . . .!
Somehow, with Women's Sexual Liberation, I get the feeling that I'M not making out . . . SHE IS!!
BLACK BOOK
GRAPHICS

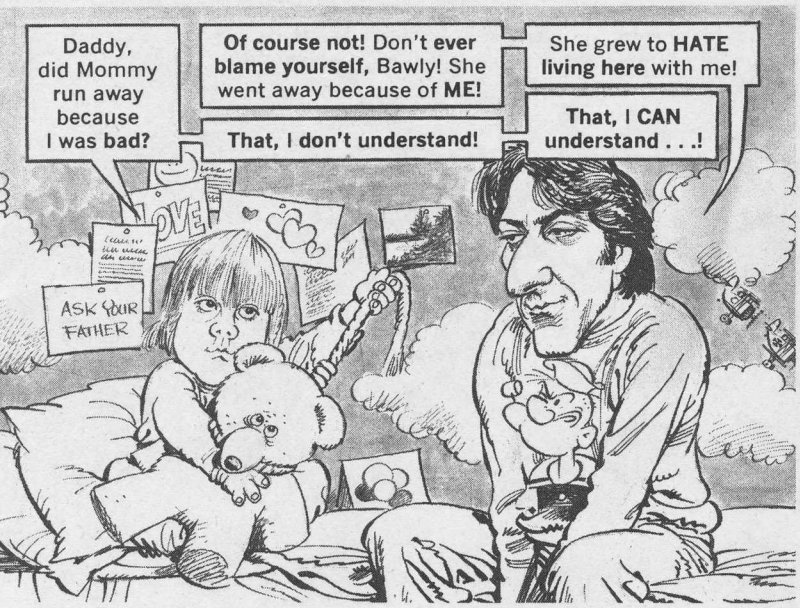
YIIPES! Er . . . uh—seeing me nude like this must be very confusing to a young child like you, huh?
It sure is! I can't figure out how my dopey-looking Daddy gets to score with a "10" like you!!
FLUSH
BO - 10
BISSET-10
TIEGS-10
FARRAH-10
CAPOTE-9

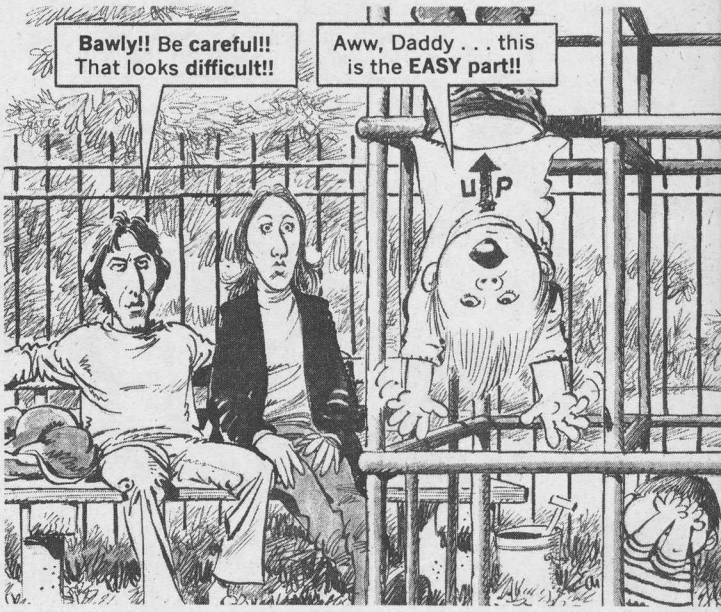
You've got a great body!
I can do fantastic things with it!
Yeah . . . like what?
Like making it DISAPPEAR for the rest of the movie! I was only in it to liven things up with a sex scene!
JORDASS

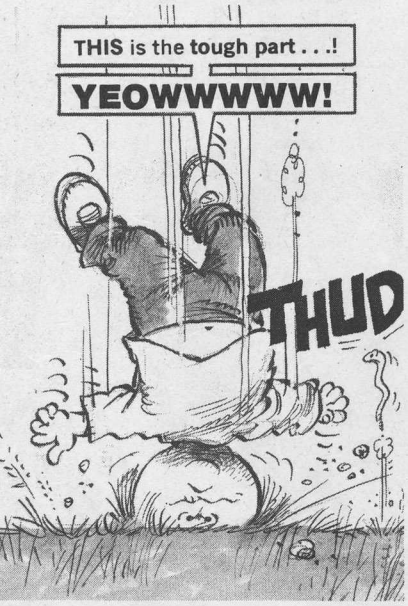

Eat your dinner!
No, I won't!
I said eat your dinner!
NO!!
EAT IT, I said!!
No! No! I hate my Daddy! I HATE my Daddy! I wish you were my MOMMY!!
Why do you wish I were your Mommy . . .?
So YOU would run away and leave me alone!
M IS FOR MUTHA



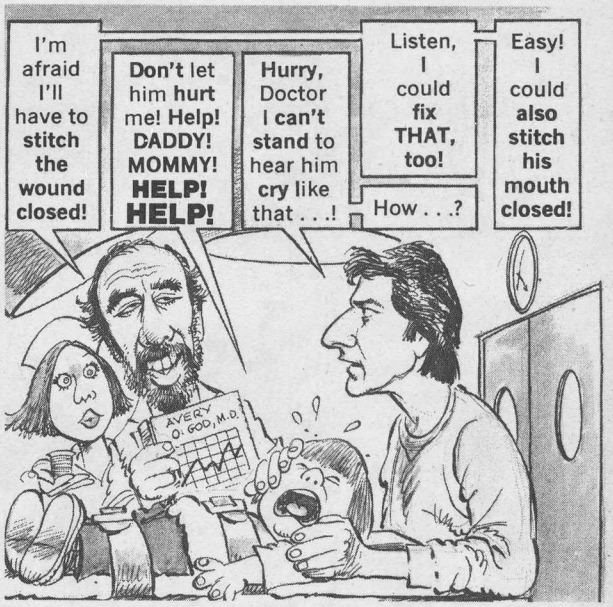
WISHING WELL

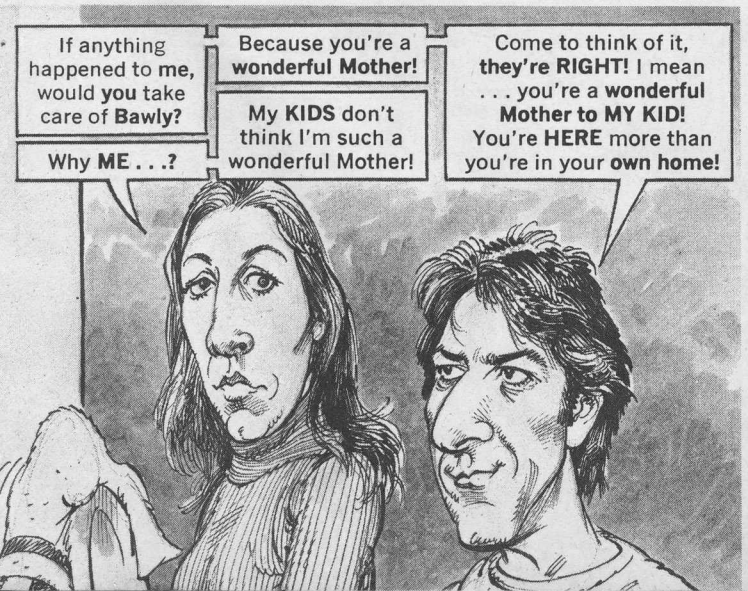

Daddy, did Mommy run away because I was bad?
Of course not! Don't ever blame yourself, Bawly! She went away because of ME!
She grew to HATE living here with me!
That, I don't understand!
That, I CAN understand . . .!
LOVE
ASK YOUR FATHER

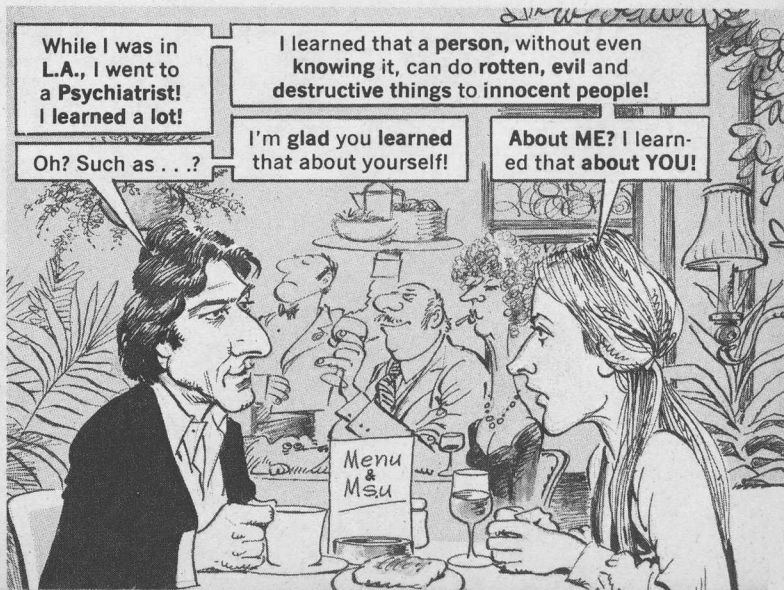

Bawly!! Be careful!! That looks difficult!!
Aww, Daddy . . . this is the EASY part!!
UP


THIS is the tough part . . .!
YEOWWWWW!
THUD

Why is he running all those blocks to the Hospital?
He thinks he's back making "Marathon Man"!


I'm afraid I'll have to stitch the wound closed!
Don't let him hurt me! Help! DADDY! MOMMY! HELP! HELP!
Hurry, Doctor I can't stand to hear him cry like that . . .!
Listen, I could fix THAT, too!
How . . .?
Easy! I could also stitch his mouth closed!
AVERY O. GOD, M.D.


If anything happened to me, would you take care of Bawly?
Why ME . . .?
Because you're a wonderful Mother!
My KIDS don't think I'm such a wonderful Mother!
Come to think of it, they're RIGHT! I mean . . . you're a wonderful Mother to MY KID! You're HERE more than you're in your own home!


While I was in L.A., I went to a Psychiatrist! I learned a lot!
Oh? Such as . . .?
I learned that a person, without even knowing it, can do rotten, evil and destructive things to innocent people!
I'm glad you learned that about yourself!
About ME? I learned that about YOU!
Menu & Msu

I **also** learned I have **two opposing sides** to my nature! One side is **very selfish** and says, "I **want** my **Son,** and I **don't care** if it costs my ex-Husband a **fortune** in **legal fees,** or even if it **bankrupts** him . . . I will **HAVE** my Son!" And then, there's my **generous** side . . .

And what does **that** side say?

That the **coffee** and **Danish** are **my treat!**

We have **one chance** of **keeping Bawly!** It all depends on what **kind** of a **Mother** Joanne **was!** What did she do around the house?

Well, she **paid** the **rent,** the **telephone,** the **gas** and the **electric bills!** She **balanced** the **checkbook, shopped** for **food** and **clothes, made** the **meals** and **did** the **cleaning!**

*Hmmmm!* Not only was she a **good Mother** to **Bawly . . .** she was **also** a **good Mother** to **YOU!!**

Oh, **Tad,** I want to say a few things to you! First . . . **Merry Christmas!!**

**Thanks,** Chief! Anything **else?**

Anything **else?** Oh, yes! **You're FIRED!!**

**Fired . . .?** You **don't mean that!**

**THAT,** I **mean!** The **"Merry Christmas"** was **cow pies!**

But if I don't have a **job,** I'll **lose Bawly!!**

**Don't worry** about it! **You'll** get **over** it! Hey, look how fast **I** got over **losing YOU!**

I got a **big problem,** Mr. Shananagin! **I just lost my job!!**

Oh, that's **very bad news! Very** bad news, **indeed!!**

You're **worried** about my **ability** to **support Bawly?**

No . . . I'm **worried** about your ability to **pay my fee!**

I **really need** this job!

**Why** did you **leave** your **last** position?

There was a **conflict** of **careers!** My career as an **Account Executive** interfered with my career as a **Mother . . .!**

**Since** my Wife **walked out** on me, I've had to be both **Father** and **Mother** around the house!

*Mmmm!* **That** can be **very confusing! . . .**

**Especially** when I have to **LIE** and tell myself . . . **"Not tonight!!** I have a **HEADACHE!"**

How long have you been at your **current job?**

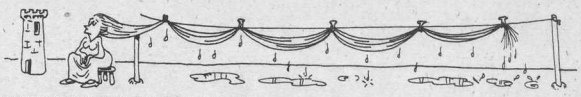
Six months!!

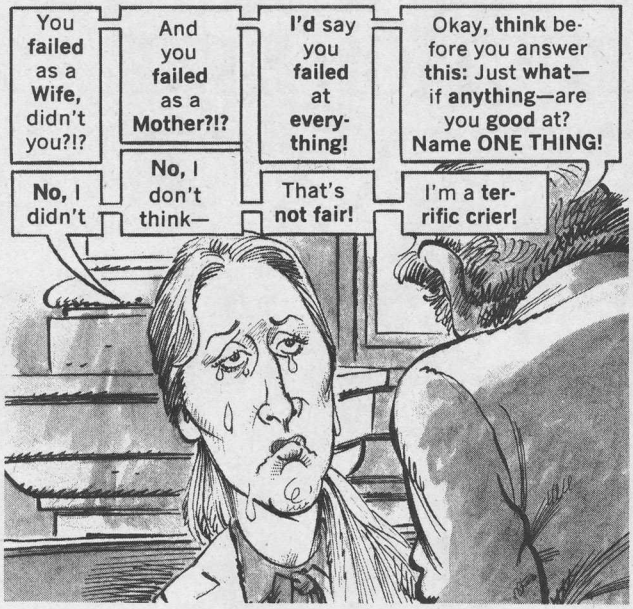
And how much **money** do you make?

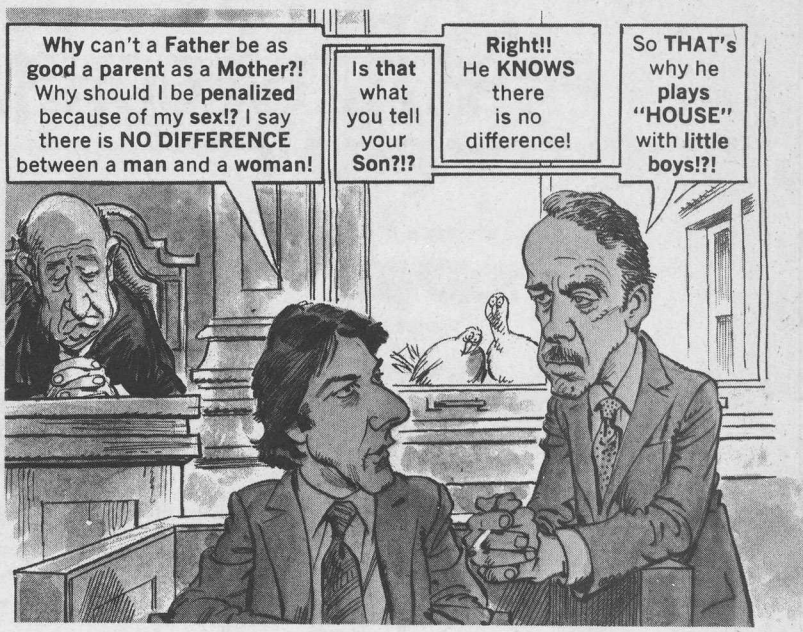
I make $37,000 a year!

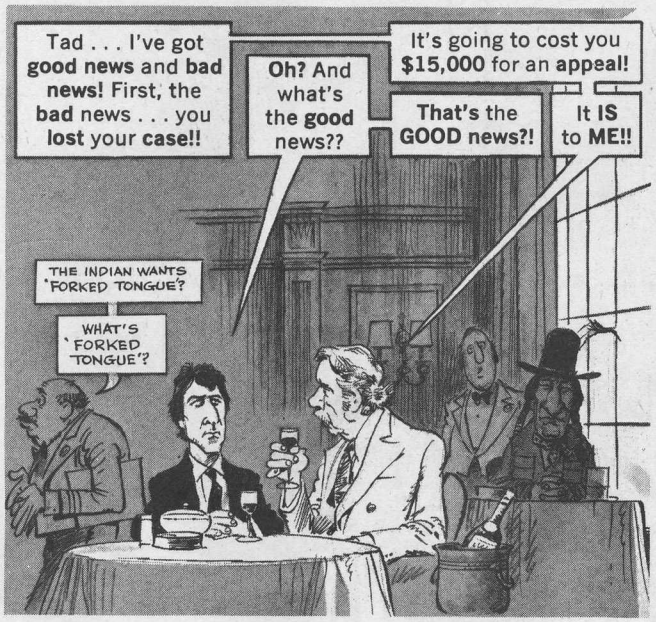
You mean after only **six months** on a **job,** you make **that much?!** Then answer **this** question: Could you get **ME** a job there?!?

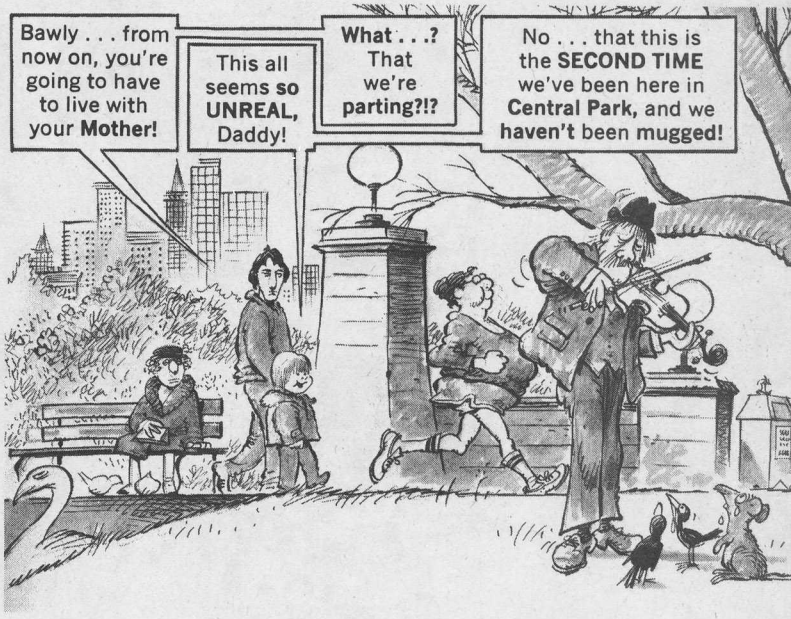
**Objection!** I've **already ASKED** the witness that question!



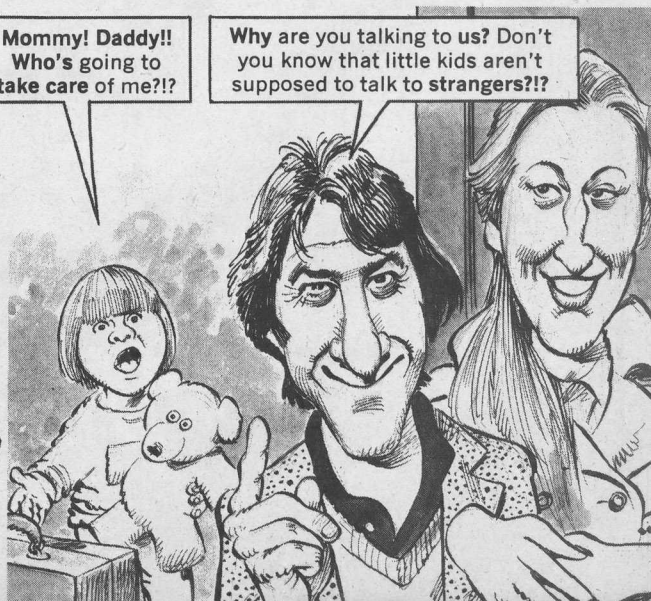

You failed as a Wife, didn't you?!?
And you failed as a Mother?!?
I'd say you failed at everything!
Okay, think before you answer this: Just what—if anything—are you good at? Name ONE THING!
No, I didn't
No, I don't think—
That's not fair!
I'm a terrific crier!


Why can't a Father be as good a parent as a Mother?! Why should I be penalized because of my sex!? I say there is NO DIFFERENCE between a man and a woman!
Is that what you tell your Son?!?
Right!! He KNOWS there is no difference!
So THAT's why he plays "HOUSE" with little boys!?!


Tad . . . I've got good news and bad news! First, the bad news . . . you lost your case!!
Oh? And what's the good news??
It's going to cost you $15,000 for an appeal!
That's the GOOD news?!
It IS to ME!!
THE INDIAN WANTS 'FORKED TONGUE'?
WHAT'S 'FORKED TONGUE'?

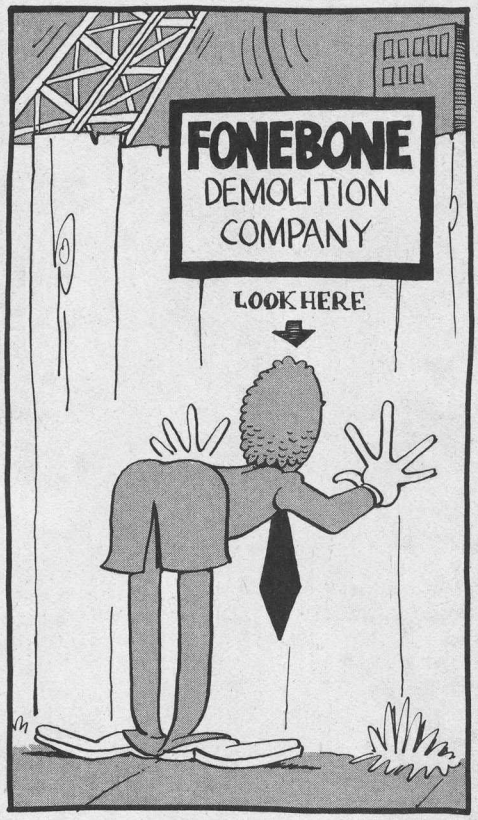

Bawly . . . from now on, you're going to have to live with your Mother!
This all seems so UNREAL, Daddy!
What . . .? That we're parting?!?
No . . . that this is the SECOND TIME we've been here in Central Park, and we haven't been mugged!

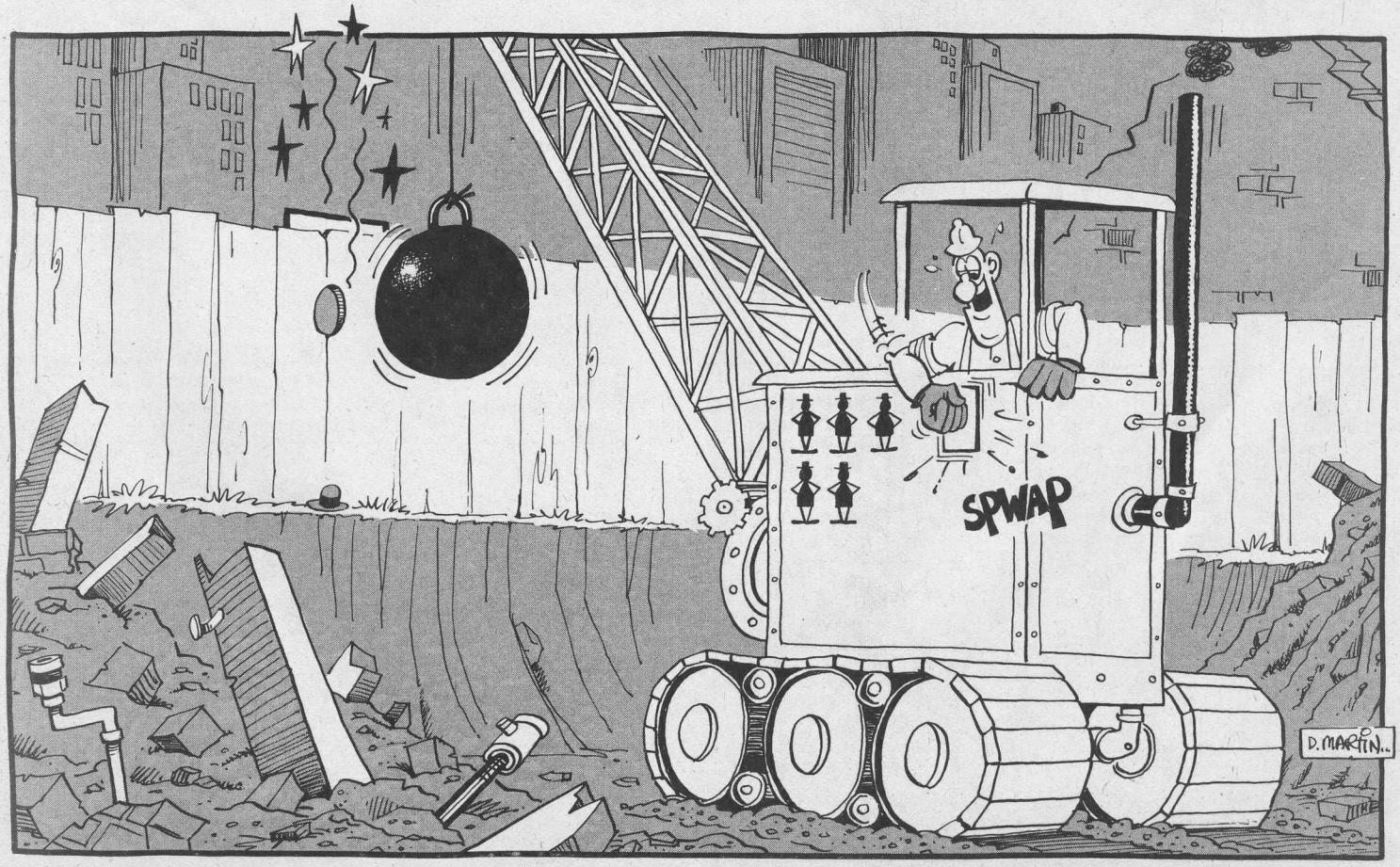
You came to take Bawly away with you, right?
I was going to, but seeing the wonderful way you show him love, tenderness, devotion and understanding has made me change my mind completely!
You mean you want me to keep him?!
No, I want you to keep ME instead! Let's forget the bratty kid and be alone in Hawaii!!
Sounds real good to me!!


Mommy! Daddy!! Who's going to take care of me?!?
Why are you talking to us? Don't you know that little kids aren't supposed to talk to strangers?!?

DON MARTIN DEPT.

# ONE FINE DAY DOWNTOWN WHILE PASSING A CONSTRUCTION SITE





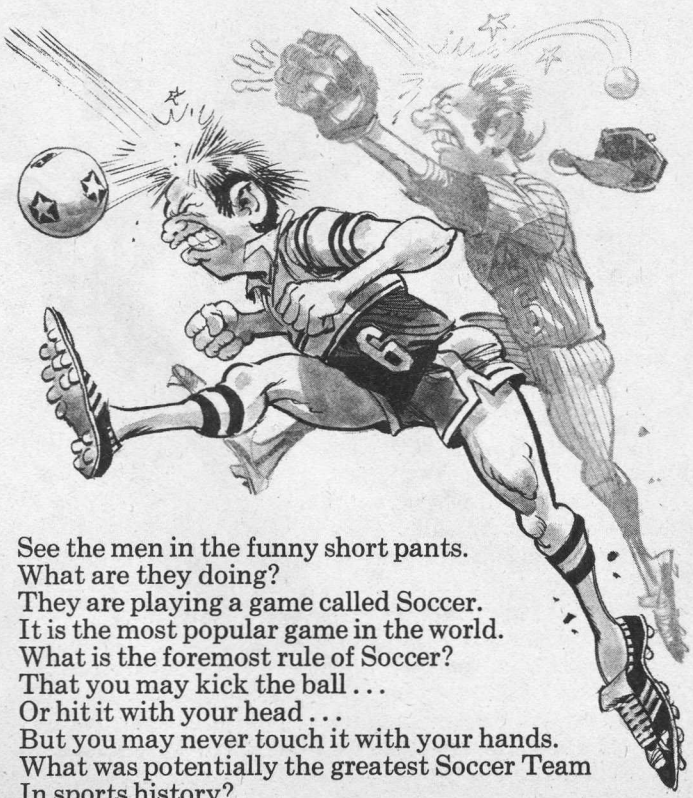
**FEET ACOMPLI DEPT.**

One of the newest and fastest-rising sports here in the United States is also one of the oldest and most popular sports in just about every other country in the world. We're referring, of course, to Soccer. Those of you who are familiar with Soccer might as well skip this article . . . because there is nothing in it you don't know! Those of you who are unfamiliar with Soccer might as well skip it, too . . . because there is nothing in it you'll *want* to know! Which leaves us and the Printer to enjoy . .

# THE MAD SOCCER PRIMER

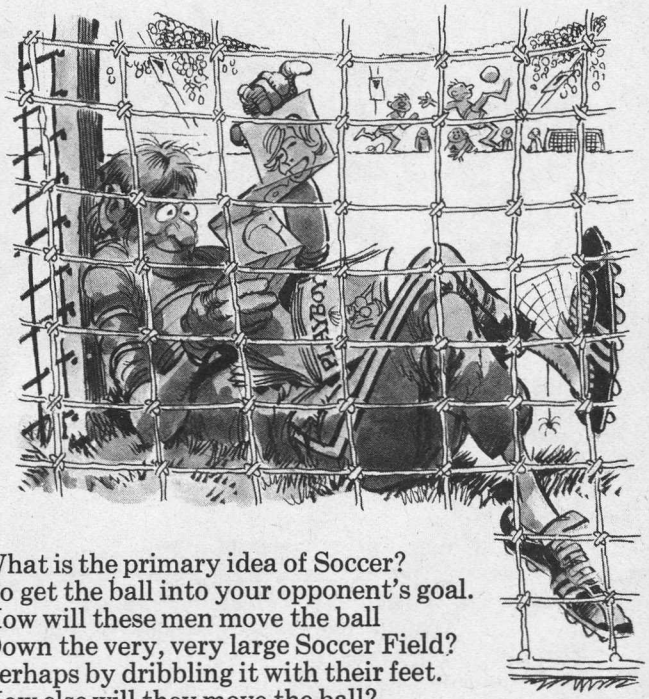
ARTIST: JACK DAVIS
WRITER: LARRY SIEGEL

## Chapter One



See the men in the funny short pants.
What are they doing?
They are playing a game called Soccer.
It is the most popular game in the world.
What is the foremost rule of Soccer?
That you may kick the ball . . .
Or hit it with your head . . .
But you may never touch it with your hands.
What was potentially the greatest Soccer Team
In sports history?
Probably the 1979 New York Mets.

## Chapter Two



What is the primary idea of Soccer?
To get the ball into your opponent's goal.
How will these men move the ball
Down the very, very large Soccer Field?
Perhaps by dribbling it with their feet.
How else will they move the ball?
Perhaps by passing it with kicks.
When do you think one team will get the ball
Close enough to take a shot at the other goal?
Perhaps by next Thursday.

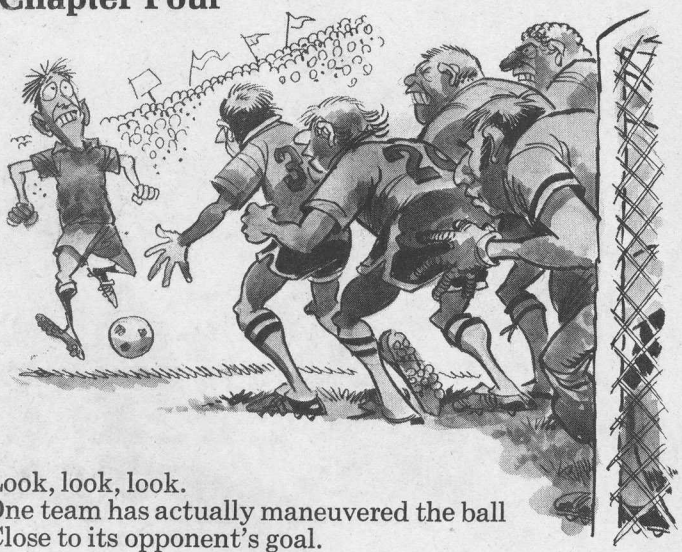
## Chapter Three

Alfred E. Neuman for President

Soccer is considered to be
The fastest-growing sport in the United States.
Here we see two typical American Soccer Teams in action.
There are eleven men on a side in Soccer.
How can we tell that these 22 players
Make up two typical American Soccer Teams?
Because on the field, this is what we see . . .
(And suppose, instead of saying it,
We sing it . . .)

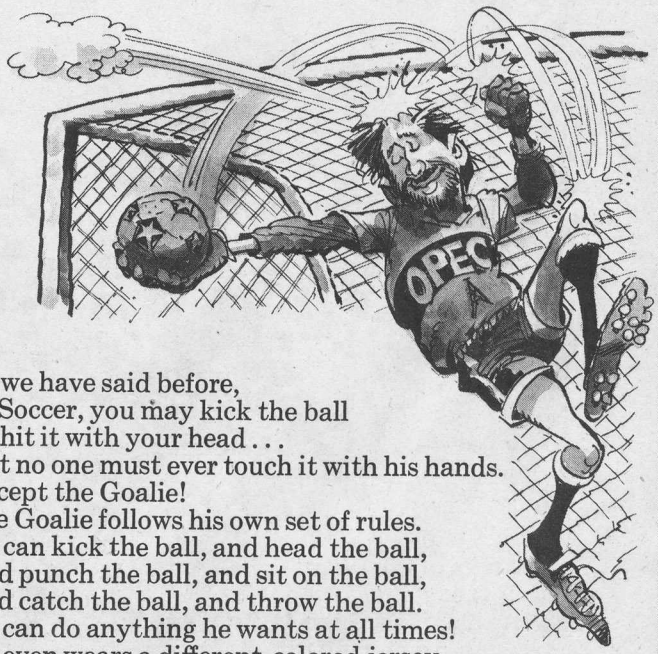
Six Germans running,
Five Ar-gen-tines.
Four Spanish Backs,
Three French men,
Two Turkish Wings,
And a pair o-of Polish Goal-ies!
How come there are no Canadians playing American Soccer?
Because they are busy in Chicago and Boston and Detroit
Playing American Hockey!

## Chapter Four



Look, look, look.
One team has actually maneuvered the ball
Close to its opponent's goal.
Isn't it exciting?
This the first time it has happened today.
And they have only been playing for 78 minutes!
Now, all they have to do is penetrate a defensive wall
Of two Center-Backs, a Right-Back, and a Left-Back . . .
Not to mention the Goalie . . .
And they might get a shot at the goal.
What are the chances of scoring in Soccer?
About the same as Truman Capote's chances of scoring
At the office Christmas Party of Cosmopolitan Magazine.

## Chapter Five

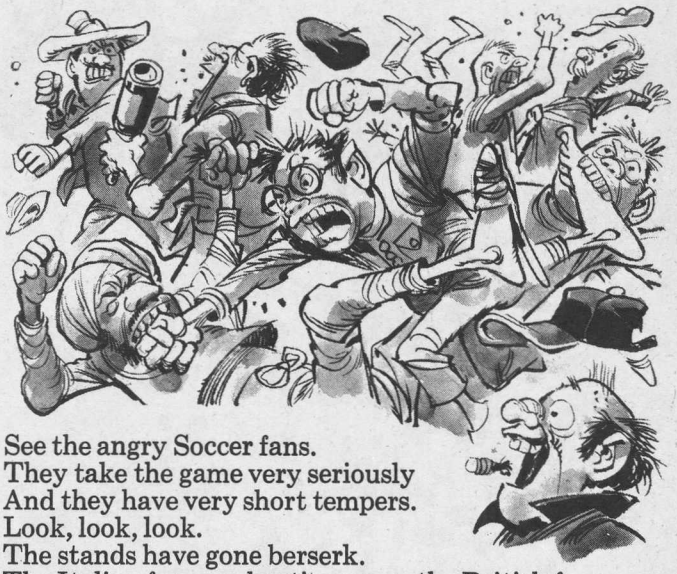



As we have said before,
In Soccer, you may kick the ball
Or hit it with your head . . .
But no one must ever touch it with his hands.
Except the Goalie!
The Goalie follows his own set of rules.
He can kick the ball, and head the ball,
And punch the ball, and sit on the ball,
And catch the ball, and throw the ball.
He can do anything he wants at all times!
He even wears a different-colored jersey
Than his team-mates.
The Goalie is a very important and powerful person.
What will this Goalie do when he retires from Soccer?
Either become the Dictator of a South American country
Or Chairman of OPEC.

## Chapter Six

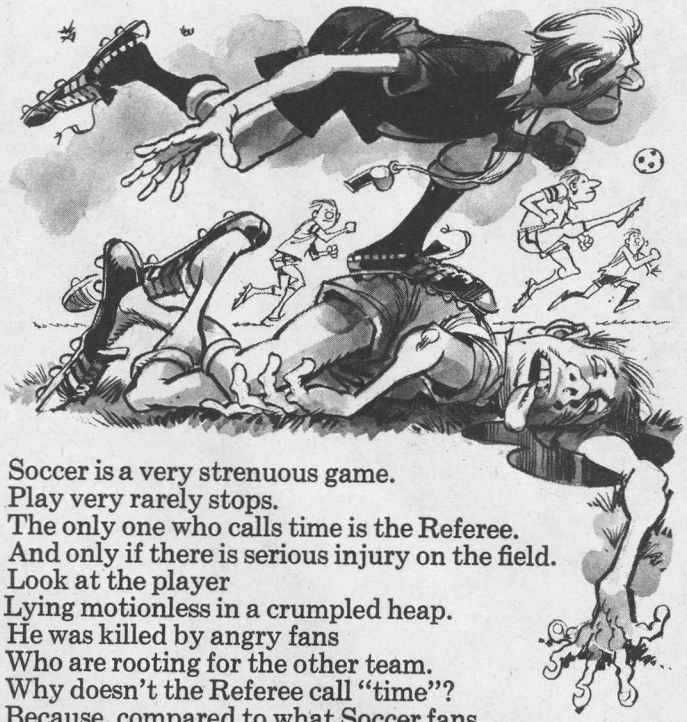
See the crowd watching an American Soccer game.
A Soccer crowd is a lot like the United Nations.
Why is that?
Because it is comprised of people
Of all different nationalities?
Partly . . .
But also because they make a lot of noise
And they usually accomplish nothing.
South Americans are fascinated
By the teamwork in Soccer.
Europeans are fascinated
By its finesse.
Asians are fascinated
By its competitive spirit.
Why are Americans fascinated by Soccer?
Because they want to see for themselves
If it's true that Soccer
Is the only sport ever created
That is more boring than Baseball.

## Chapter Seven



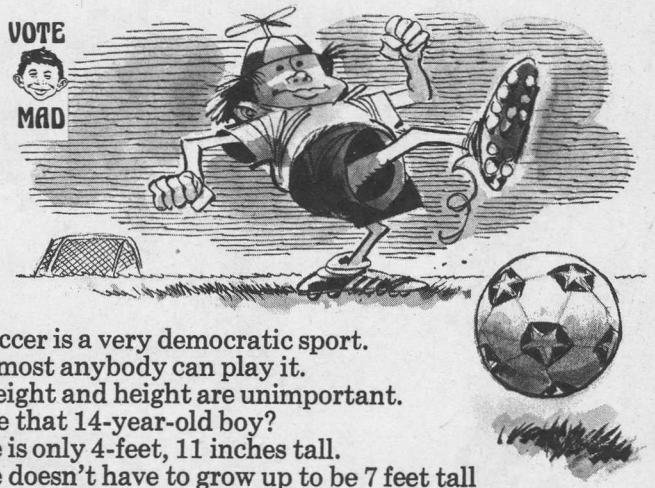
See the angry Soccer fans.
They take the game very seriously
And they have very short tempers.
Look, look, look.
The stands have gone berserk.
The Italian fans are beating up on the British fans.
The Brazilian fans are belting the Portuguese fans.
The Indonesian fans are pounding the Egyptian fans.
Isn't this dreadful? !
Isn't it inexcusable? !
It sure is! !
Don't they realize that
Because of this terrible racket they're making,
They just woke up the American fans? !

## Chapter Eight



Soccer is a very strenuous game.
Play very rarely stops.
The only one who calls time is the Referee.
And only if there is serious injury on the field.
Look at the player
Lying motionless in a crumpled heap.
He was killed by angry fans
Who are rooting for the other team.
Why doesn't the Referee call "time"?
Because, compared to what Soccer fans
Usually do to rival players,
Death is not considered a serious injury.

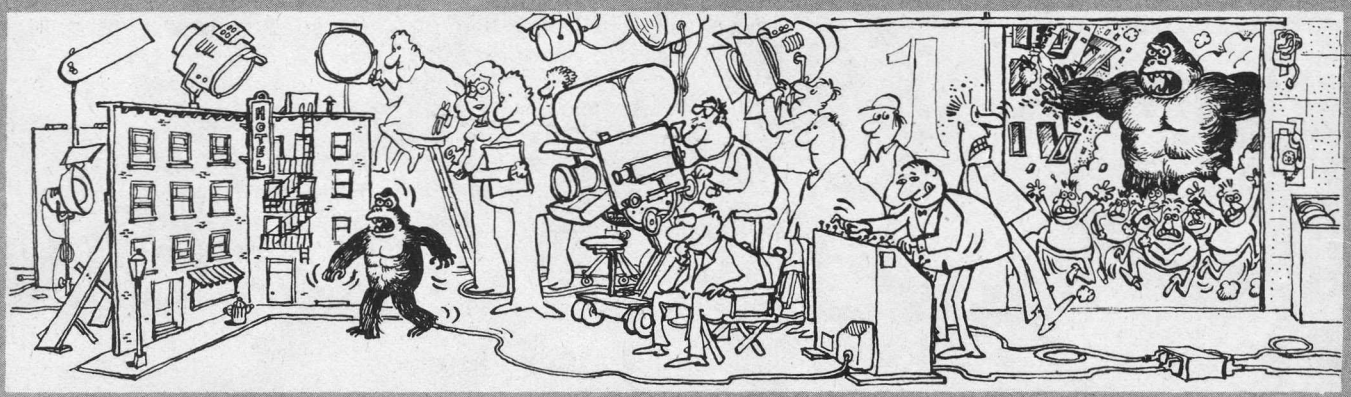
## Chapter Nine

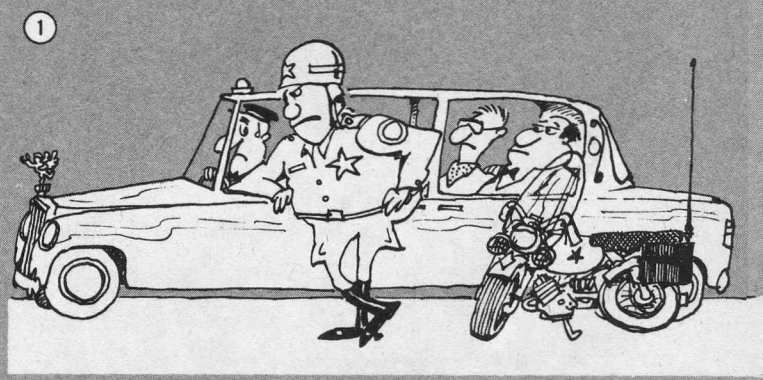



Soccer is a very democratic sport.
Almost anybody can play it.
Weight and height are unimportant.
See that 14-year-old boy?
He is only 4-feet, 11 inches tall.
He doesn't have to grow up to be 7 feet tall
So he can look like Bill Walton
And play Professional Basketball.
Instead, he can grow up to be only 5 feet 8 inches tall
And look like Pelé
And play Professional Soccer.
But supposing he doesn't grow up at all! ?
That's okay, too.
He can always look like Paul Williams
And write songs.
Come to think of it,
Who needs Soccer? ! ?

FILM-FLAM DEPT.

# A MAD LOOK AT





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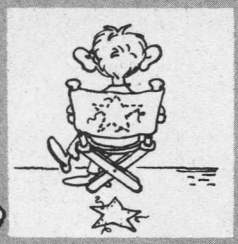
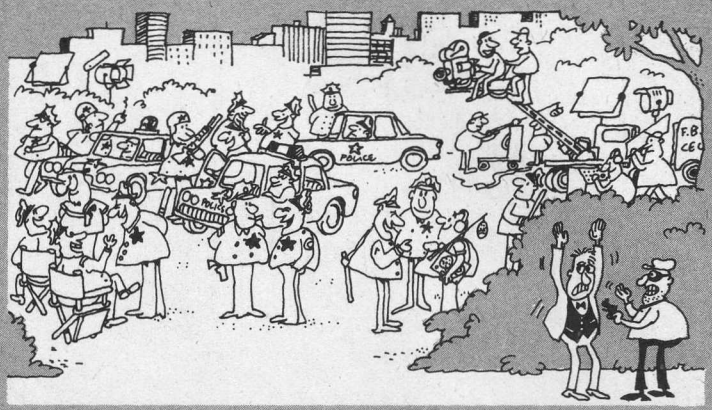
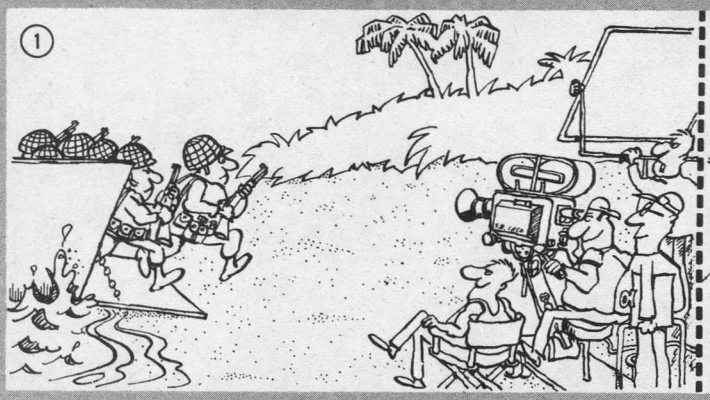
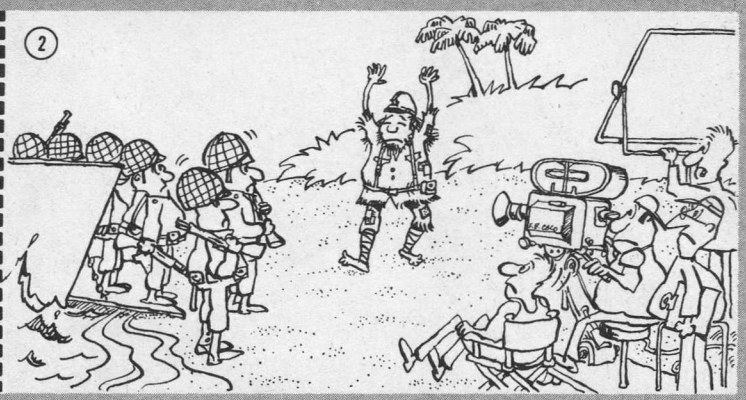
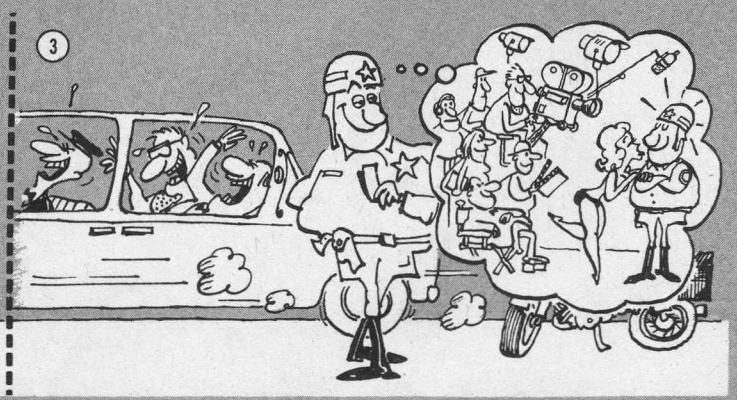


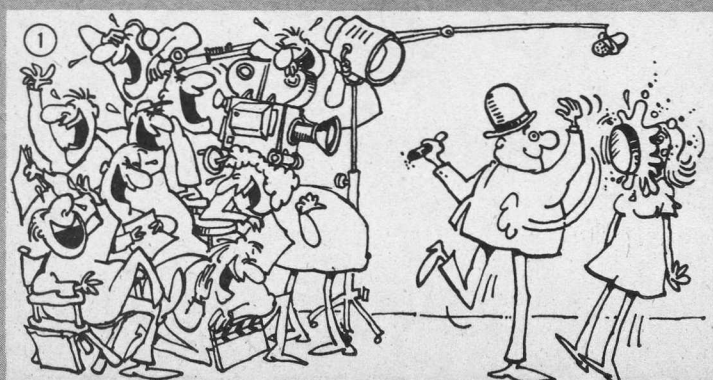
ARTIST & WRITER: SERGIO ARAGONES

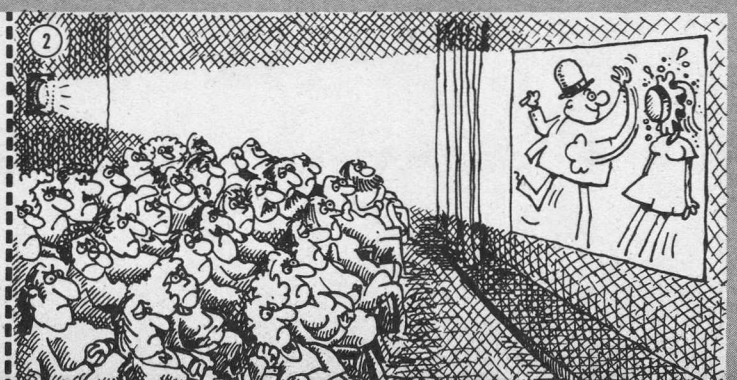


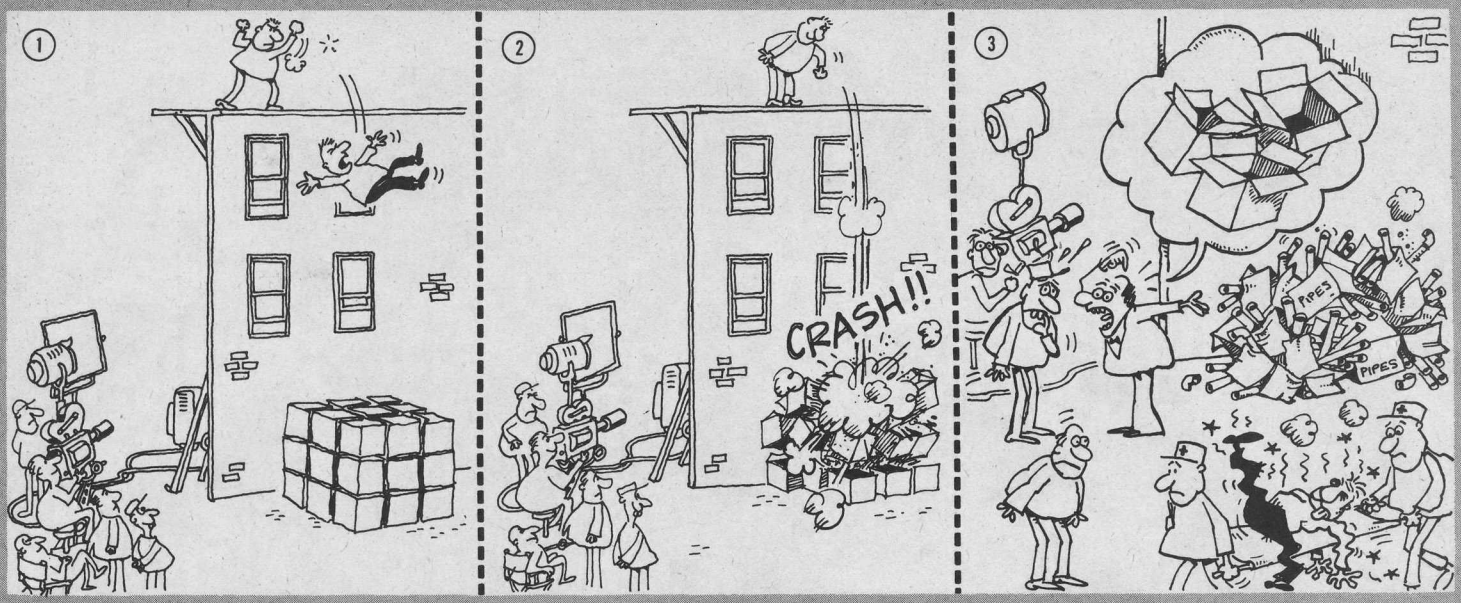


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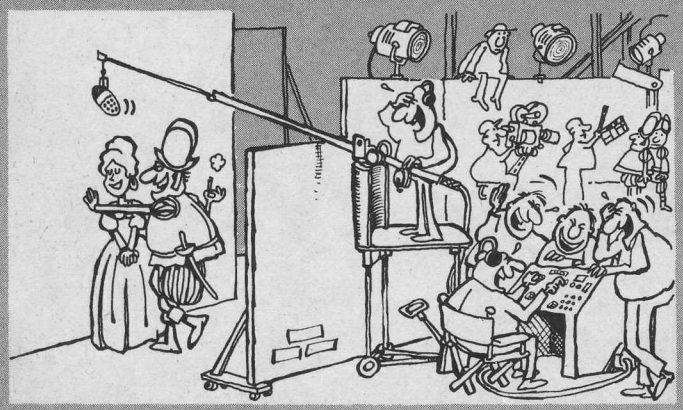
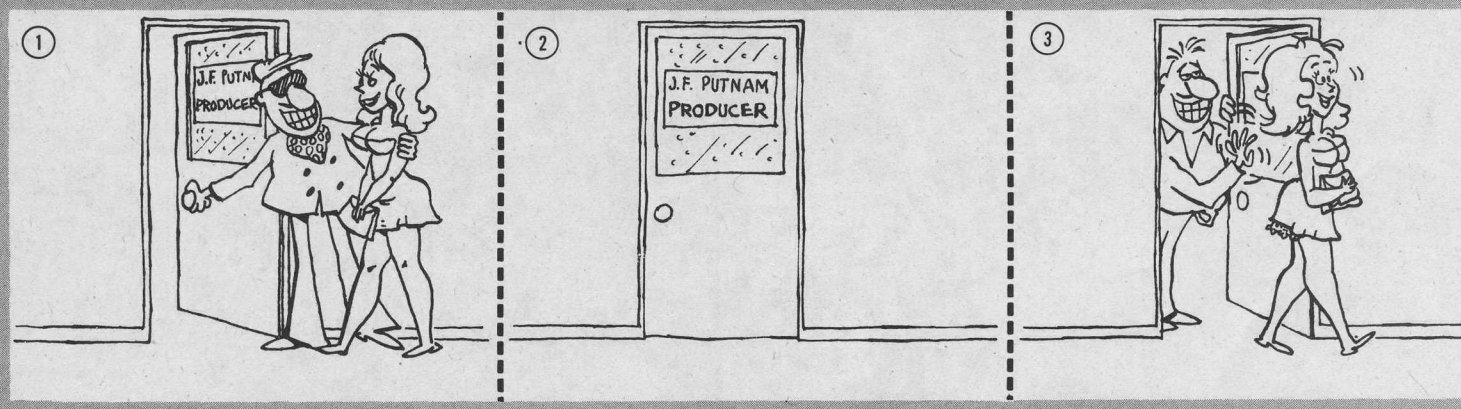
2
CRASH!!
3
PIPES
PIPES



1
BANK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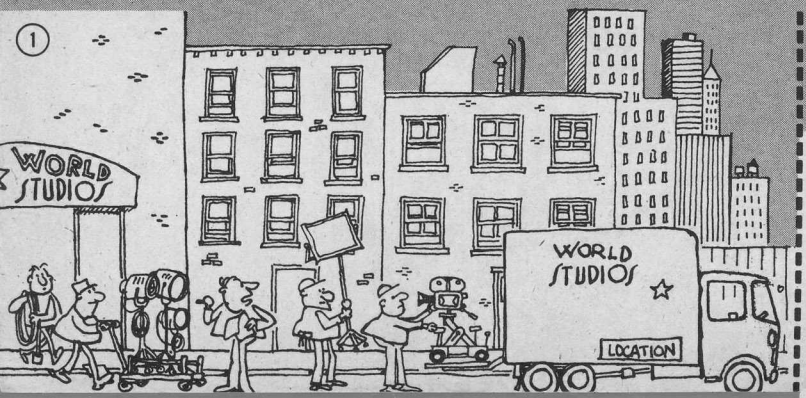
J.F. PUTNAM
PRODUCER
2
J.F. PUTNAM
PRODUCER
3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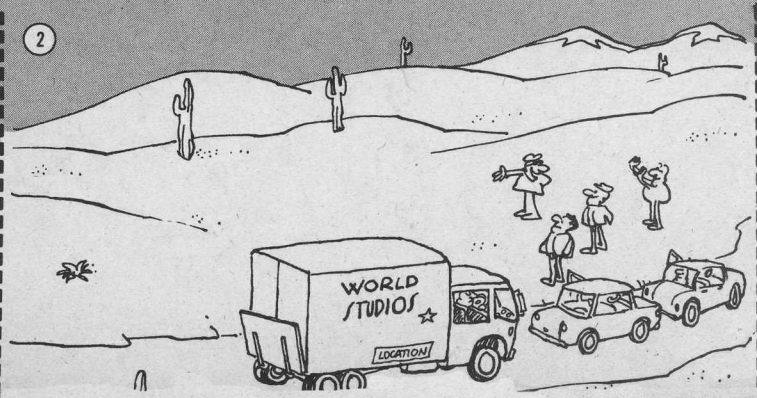
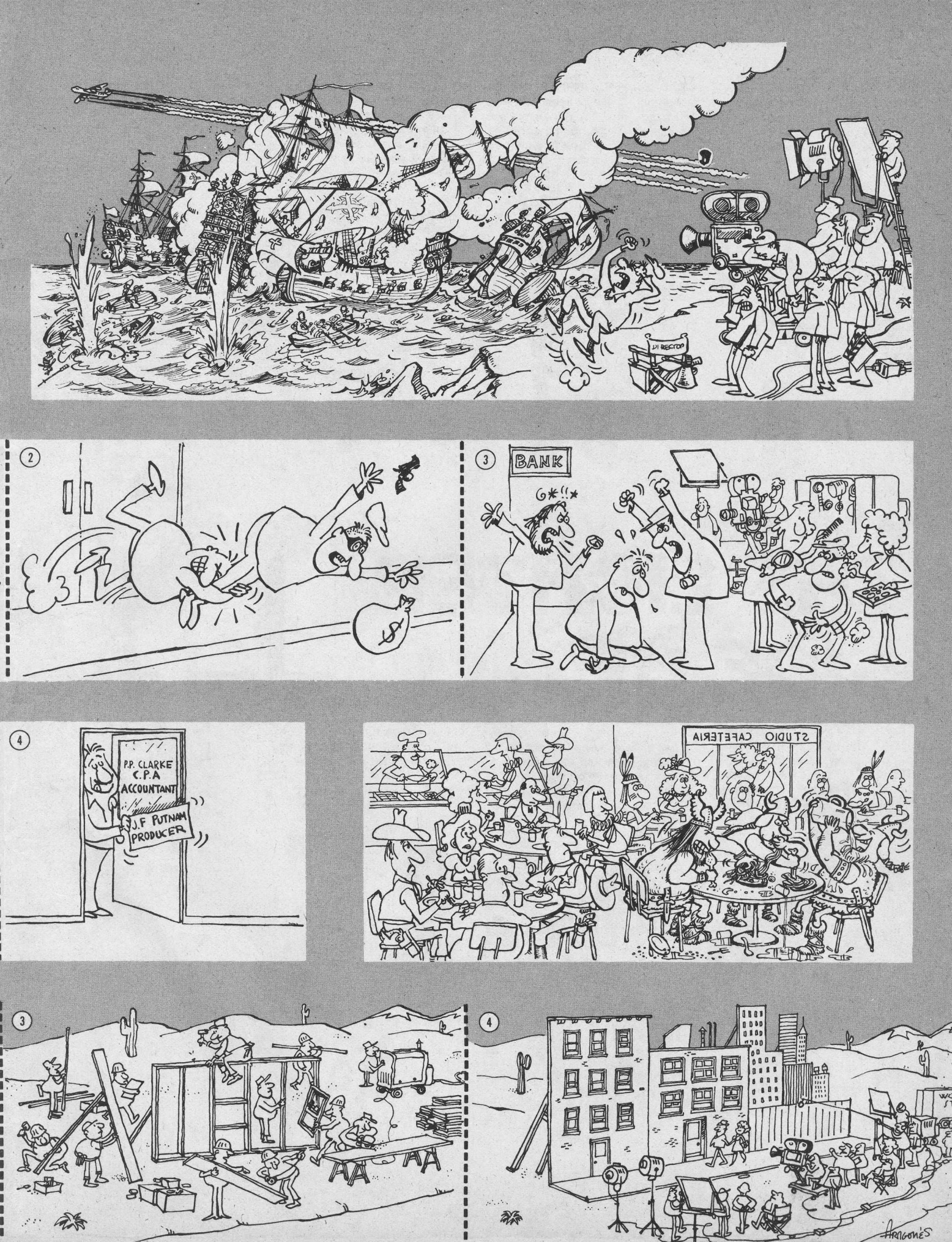
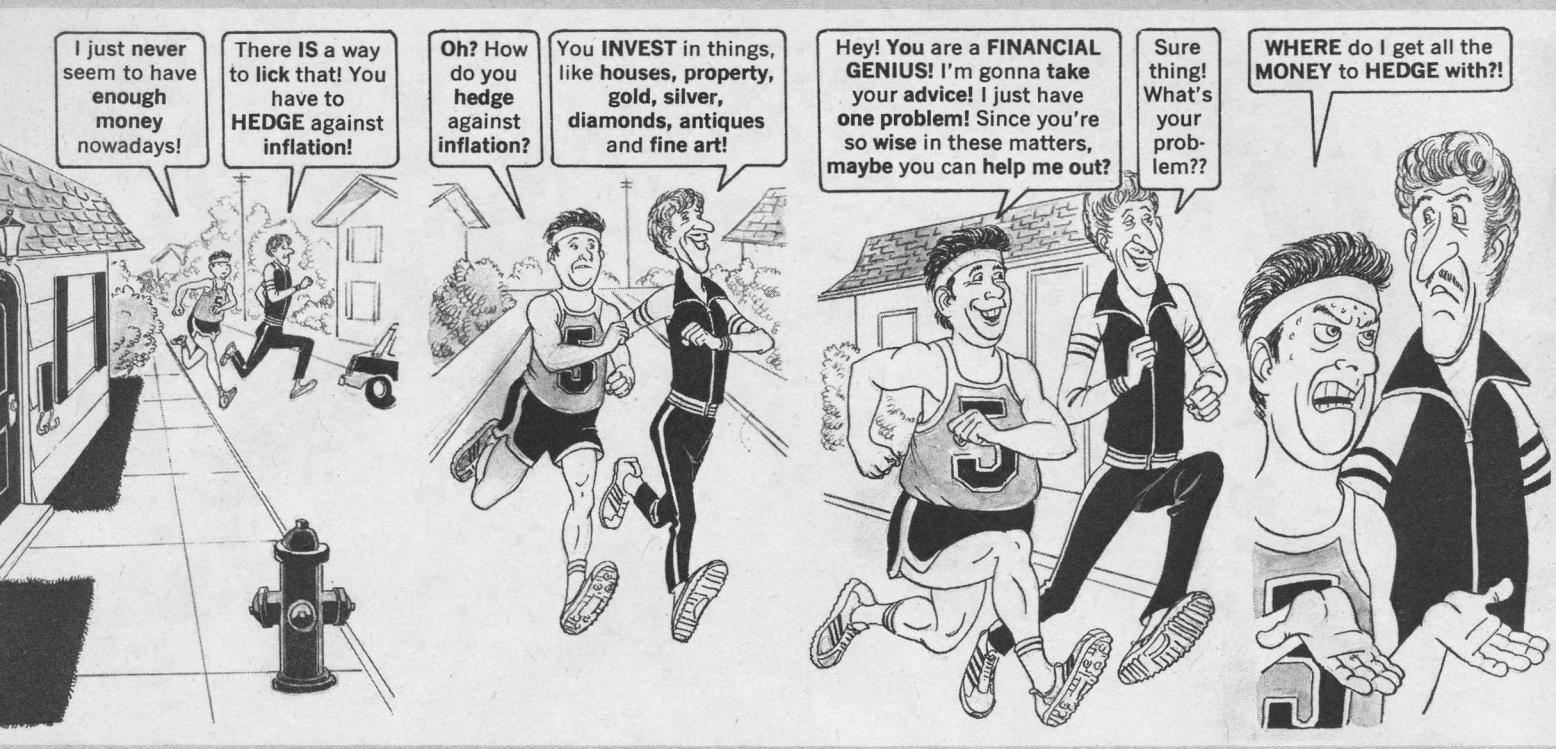
WORLD STUDIOS
WORLD STUDIOS
LOCATION


2
WORLD STUDIOS
LOCATION


DIRECTOR
2
3
BANK
4
P.P. CLARKE
C.P.A
ACCOUNTANT
J.F PUTNAM
PRODUCER
STUDIO CAFETERIA
3
4
HARGONES




BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF... INF

# LATION

ARTIST & WRITER:
DAVE BERG

Excuse me, Sir! Is this **your house?**
If you're trying to **SELL** me anything, **forget it!** The one thing I **DON'T** need is **MORE expenses!**
I'm **not** trying to **sell** you anything! I was just looking over your **house!** I figure it's worth about **$35,000!**
**Are you kidding?!** Inflation has **raised** its value to **$75,000!!**
**Why . . .?** You interested in **BUYING it?**
Heck, **no . . .**
**I'm** the **TAX ASSESSOR!!**
You **never** tell me I'm **pretty** any more!
**Why** are you **bothering** me?! Can't you see I'm reading the **Financial Page?!** I just **can't believe** how **HIGH** the price of **GOLD** has risen in only a **year!!**
**I'm** fishing for a **compliment,** and **your head** is only into **Finances!** You won't even **LOOK** at me!!
Okay, so I'm **looking** at you! All I can **see** is that **big BILL** I had to pay for all your **DENTAL WORK** with the **GOLD IN-LAYS!**
**There** you go . . . back to **Finances** again! Can't you even say **ONE NICE THING about me . . . ?!?**
**Sure** I can . . . !!
Baby . . . you've got a **"Million Dollar Smile"!!**
*Hmmm!* There was **something else** I had to buy, and I **can't think** of it!!
Was it **tuna fish** . . . or **cereal** . . . or **sugar** . . . or **coffee?**
No . . . **none** of those things! **ESPECIALLY** not **COFFEE!!** I **DON'T DRINK** that awful stuff! It makes me **nervous!**
They have **DECAFFEINATED Coffee,** you know!
It's **not** the **CAFFEINE** that makes me nervous . . .
It's the **Price!!**
5.00
COFFEE

You kids don't really APPRECIATE what I've DONE for you!
What'd you do?
For years, I've worked like a dog . . . wheeled and dealed . . . planned and maneuvered . . . invested . . . did without . . . and concocted all kinds of brilliant financial deals!
And I DID all that so YOU kids could have what I NEVER HAD . . . !!
What was that?
A FATHER who's WAY OVER HIS HEAD IN DEBT!
The cost of Heating Oil has gone so high that I've had to put the thermostat way down!
How low did you put the thermostat?
Let me put it this way! Come in for a while—
—but DON'T ask me to take your hat and coat!
That kid of mine has no idea of what things COST today! I give him his allowance, and he blows it all in one day! Then, he has the nerve to ask me for MORE!
Why don't you TEACH your child the VALUE of a dollar?
I DID!! I sat him down . . . and I explained all about "INFLATION" and everything!
So . . . what happened?
NOW, he wants me to give him his allowance in JAPANESE YEN!!

What's **that** you're reading?! **"PLAYBOY"?!** All **they** show is pictures of **NAKED GIRLS** . . . and all they **write about** is **SEX!** It's **DISGUSTING!!**

Why can't you **read** something **dignified** and **respectable** . . . like **"THE WALL STREET JOURNAL"?!**

Le'me see what **THEY** write about!

**"OIL COMPANIES' PROFITS JUMP BY BILLIONS WHILE RAISING GAS PRICES 85%"!**

Oh, wow! Are **you kidding?!**

**That's** not only **DISGUSTING** . . . it's **OBSCENE!!**

**Look at that!** In spite of **double digit inflation,** our **highways** are **still crowded** with **cars!** In spite of the **prices** of everything going **through the ceiling,** our **supermarkets** are **still full!** In spite of the **shrinking value of the dollar,** people are **still living** in **luxury homes** with **nice furniture** and **expensive appliances!**

**Alfred E. Neuman for President**

Yessiree . . . in spite of **all** these problems, the **great "American High Standard of Living" STILL GOES ON . . . !**

**Yeah,** but only a **FOREIGNER** . . . like an **Arab Oil Sheik** . . . can **AFFORD IT!!**

What's the **matter** with you?!? You look **BEAT!**

That's because I'm **working** on **TWO JOBS!**

Are things **really THAT TOUGH??**

**You bet!!** I have trouble **just paying the RENT!!**

**Especially** now that I live in a **much more expensive apartment!!**

If things are so **tough,** why did you **move?!**

**WHO MOVED?!?**

David Berg

**SCHLOCK 'N' ROLL DEPT.**

Hi! I'm **Anita Tyrant!** You remember me and my famous battle cry? **"Oranges, Si! Rotten fruits, No!"** Anyway, I'm with you this issue to explore a truly **unique phenomenon** on today's music scene! Namely, **"Punk Rock"!** And in a little while, you're going to meet

# MAD'S "PUNK ROCK GROUP" OF THE YEAR

But first I'd like you to meet **Mr. Bernie Rakeoff** . . . the famous **Show Biz Manager!**

Hi! As you may know, I manage some of the **real greats** in Punk Rockdom! Such legendary names in music as **"Itchy And The Infections"** . . . and **"The Four Cretins"** . . . not to mention many, many more **lesser-known** artists!

Could you tell us a little **about** the "Punk Rock" movement, Mr. Rakeoff?

Sure, Anita! Actually, the people in it are just a bunch of **average young men and women** who **dress outlandishly,** and **paint their bodies and their hair,** and do some **rather bizarre things** on and off the stage!

I'd like to ask just **one** question! **WHY??**

For a **very important social reason!** You see, there's really very little **sanity** and **decency** in the world, and Punk Rock stars are **protesting!**

But, **what** are they protesting **AGAINST?!?**

Whatever **sanity** and **decency** is **LEFT!**

FLIGHT ARRIVALS

ARTIST: HARRY NORTH, ESQ. WRITER: LARRY SIEGEL

Anita, you're really in for a **special treat!** My **newest** and **greatest** Punk Rock group of them **all** has just arrived from **England!** Here they come!

Why are they so **late??**

*Chuckle!* Those little pixies! Seems they had a **tough time** sneaking some **vile, deadly stuff** through **Customs!** Something which has the **power** to **rot minds** and **destroy digestive systems!**

And what might **that** be, Mr. Rakeoff?

Namely, **themselves!**

Anita, meet a really swell bunch of guys! **"JOHNNY TURD AND THE COMMODES"!!**

I'm going to **throw up!!**

**So** are **they!!** But they're **saving** that for the **big concert!**

FLIGHT SCHEDULE

They're really a **fun bunch,** Anita! But I must admit . . . **one** of them is a **little weird!** Meet **Johnny Turd, Harvey Belch, Hugo Sweatstain** and **Jerry Greenblatt!**

**JERRY GREENBLATT . . . ?!?**

**That's** the **weirdo!!**

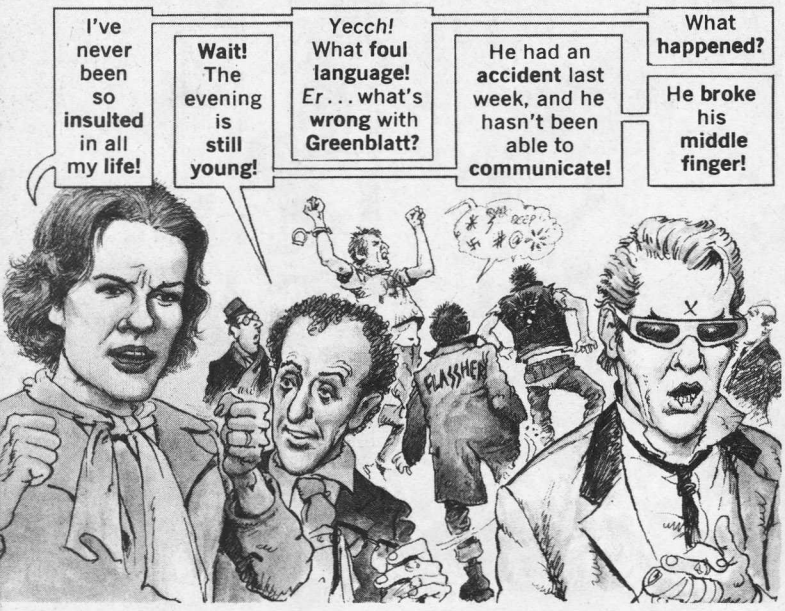
*Er . . . Uh . . .* H-H-Hi, there, fellows!

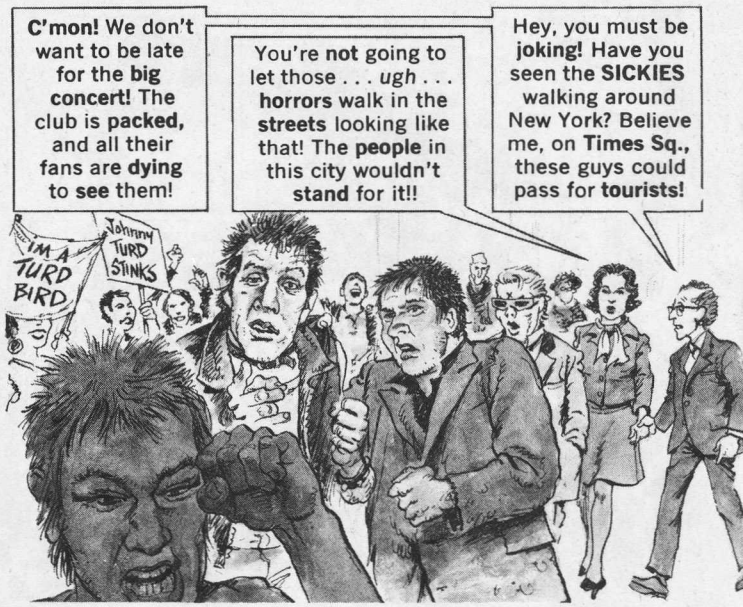
**Hop it,** Love, before we kick your ✪#☆⁂&★ teeth down your throat!

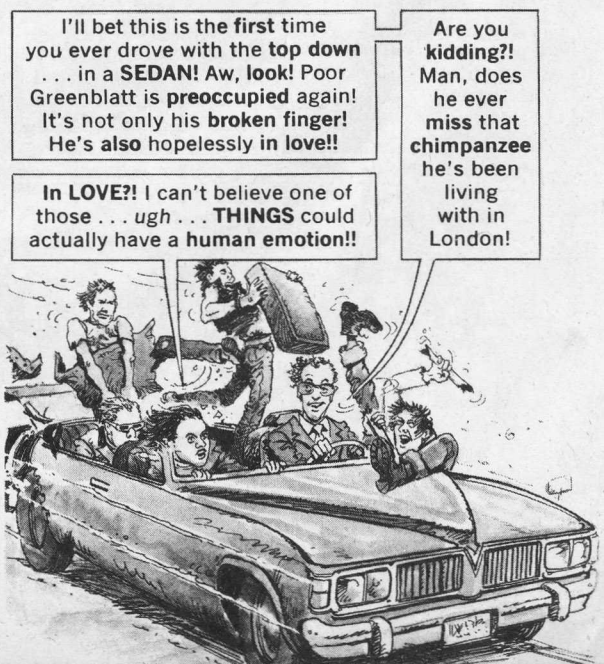
**Get this** ☆✪!©#★ bloody **twit out** of here!

Screw you . . . and everything you **stand** for, you stupid ★⁂✪#✪! bird!

**You're in luck,** Anita! They seem to **like** you!



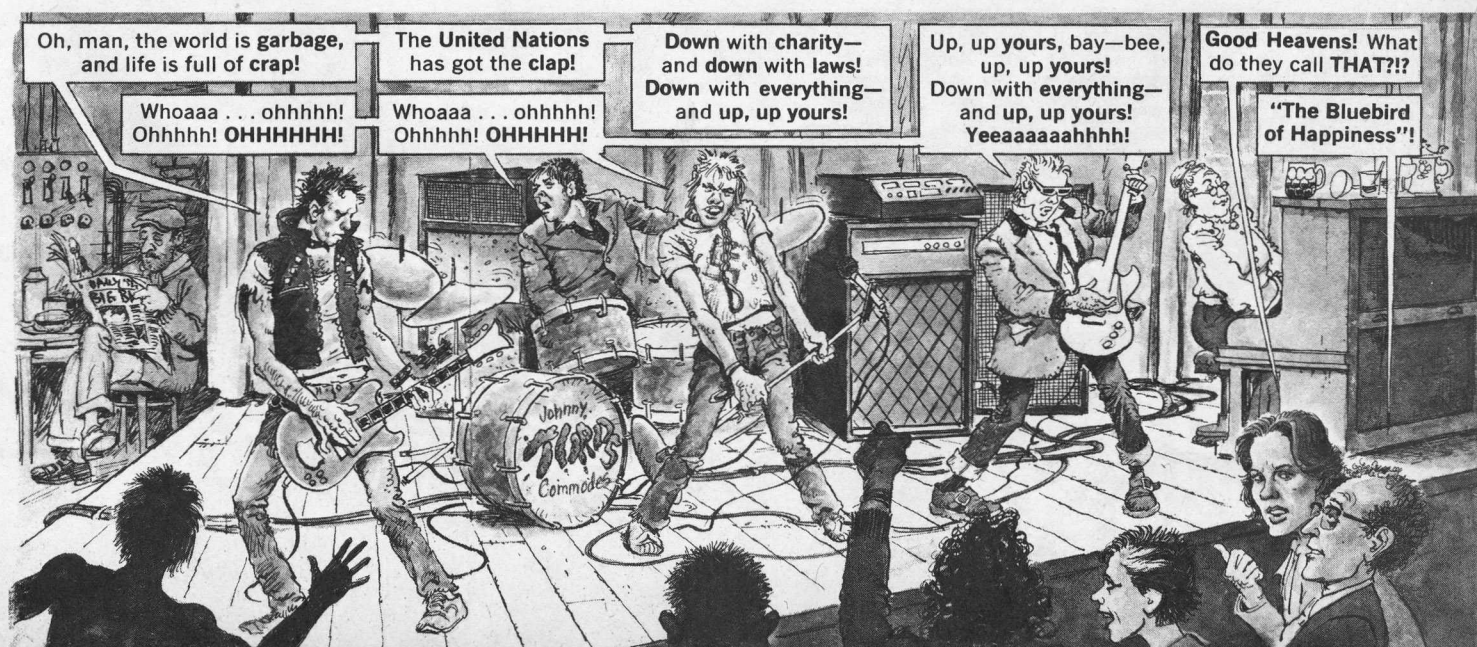


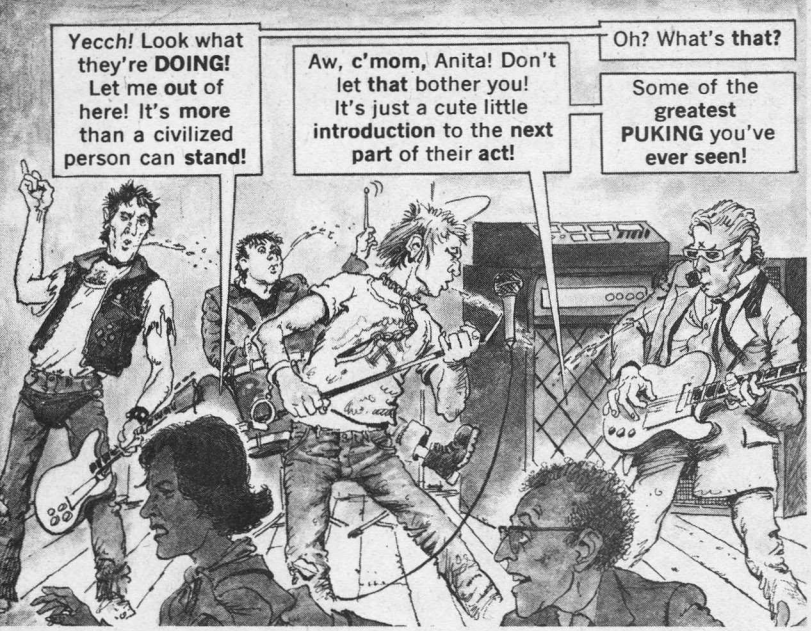
Look! Up ahead! HOLY CRAP!
Nothing That's just the name of the club where they're going to be performing!
It used to be a Church before they converted it!
What's wrong?!?
The place is called "Holy Crap" . . . ??
TONITE The Commodes PUNK ROCK

Aw! Isn't that cute! Their adoring fans want autographs!
But look what "The Commodes" are DOING to them!
Yeah, I know! Calm down! THAT's how Punk Rock groups give AUTOGRAPHS!
Me! Me, first! Sock ME, Johnny!
Punch me for my kid sister who's sick at home, Harvey!
Hit me one for my girl friend who's vacationing on Cape Cod, Hugo!!

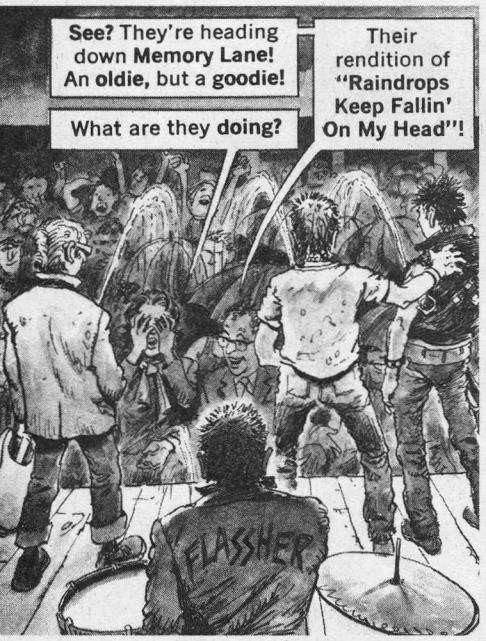
WE WANT THE COMMODES!
WE WANT THE COMMODES!
The crowd is really restless for Johnny and the boys . . . aren't they?
Yeah, but that's not what they're screaming about! This place is so NEW, they still haven't installed the REST ROOMS!!
And now, ladies and gentlemen, heeeeere's "JOHNNY. . . AND THE COMMODES"!

Shut up, you twits! The boys and I don't know who in bloody hell you are, but we still hate your guts! So why don't you all crawl back under the rocks where you came from, and go yourselves!?!
What a strange outburst! When do they do their opening number?
That was it! Now stand by for the ballad!

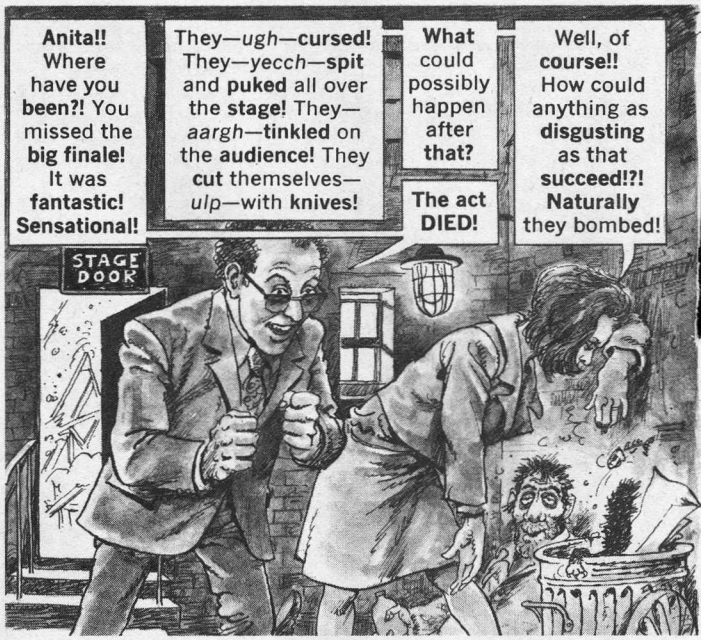

Oh, man, the world is garbage, and life is full of crap!
Whoaaa . . . ohhhhh! Ohhhhh! OHHHHHH!
The United Nations has got the clap!
Whoaaa . . . ohhhhh! Ohhhhh! OHHHHH!
Down with charity— and down with laws! Down with everything— and up, up yours!
Up, up yours, bay—bee, up, up yours! Down with everything— and up, up yours! Yeeaaaaaahhhh!
Good Heavens! What do they call THAT?!?
"The Bluebird of Happiness"!
Johnny Commodes

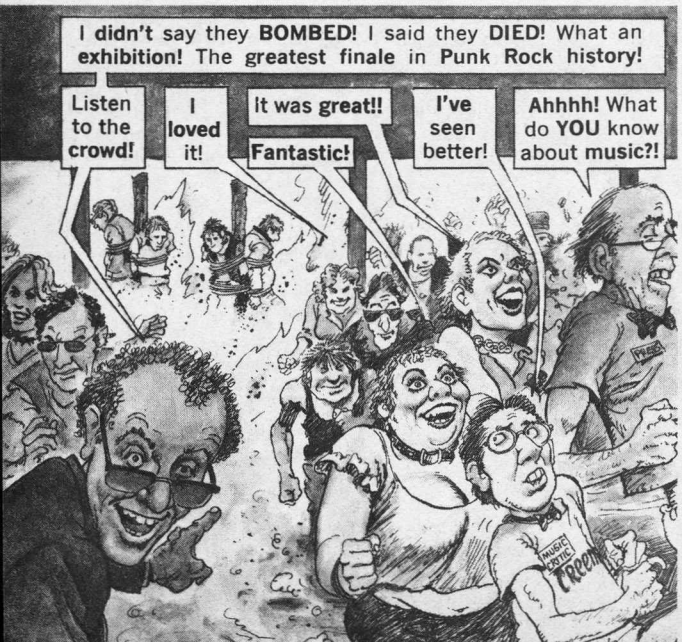

Yecch! Look what they're DOING! Let me out of here! It's more than a civilized person can stand!
Aw, c'mom, Anita! Don't let that bother you! It's just a cute little introduction to the next part of their act!
Oh? What's that?
Some of the greatest PUKING you've ever seen!

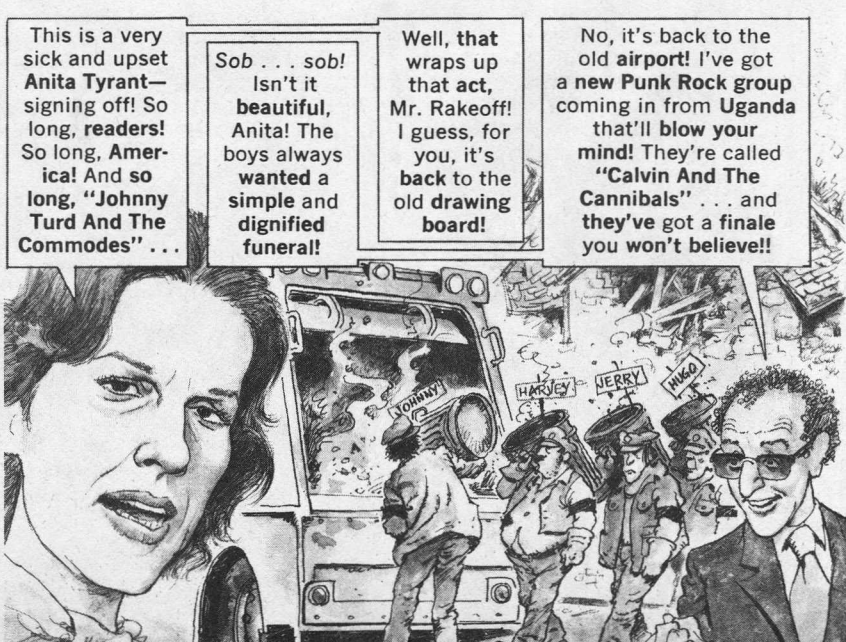
I can't take any more! I just can't stand it!
Relax, Anita! They're going into a change of tempo now!
Johnny Turd's Commodes


See? They're heading down Memory Lane! An oldie, but a goodie!
What are they doing?
Their rendition of "Raindrops Keep Fallin' On My Head"!
FLASSHER

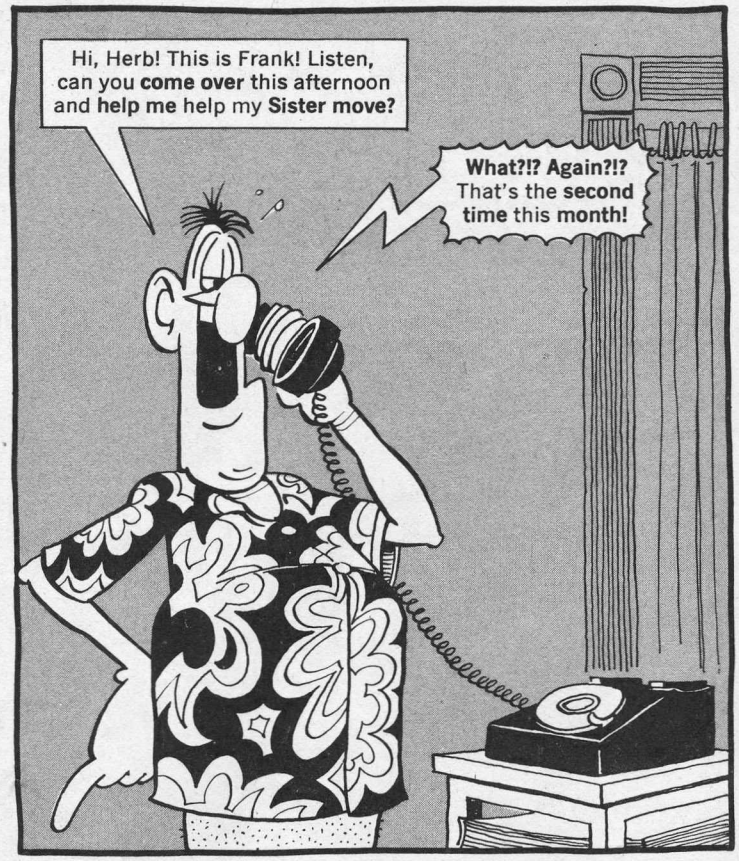
AAAAAAAAAAAAAAHHHHHH!
SCREEEEEEEEEEEEAAAAM!
SHRIEEEEEEEEEEEEKKKK!
EXIT


Anita!! Where have you been?! You missed the big finale! It was fantastic! Sensational!
They—ugh—cursed! They—yecch—spit and puked all over the stage! They—aargh—tinkled on the audience! They cut themselves—ulp—with knives!
What could possibly happen after that?
The act DIED!
Well, of course!! How could anything as disgusting as that succeed!?! Naturally they bombed!
STAGE DOOR


I didn't say they BOMBED! I said they DIED! What an exhibition! The greatest finale in Punk Rock history!
Listen to the crowd!
I loved it!
It was great!!
Fantastic!
I've seen better!
Ahhhh! What do YOU know about music?!
MUSIC CRITIC


This is a very sick and upset Anita Tyrant—signing off! So long, readers! So long, America! And so long, "Johnny Turd And The Commodes" . . .
Sob . . . sob! Isn't it beautiful, Anita! The boys always wanted a simple and dignified funeral!
Well, that wraps up that act, Mr. Rakeoff! I guess, for you, it's back to the old drawing board!
No, it's back to the old airport! I've got a new Punk Rock group coming in from Uganda that'll blow your mind! They're called "Calvin And The Cannibals" . . . and they've got a finale you won't believe!!
JOHNNY
HARVEY
JERRY
HUGO

# ONE SATURDAY AFTERNOON DOWNTOWN



SHTICKS ON STONES DEPT.

Cemeteries are real downers, and they certainly aren't "fun" places to visit. But they *could* be if their tombstones and grave markers were jazzed up with

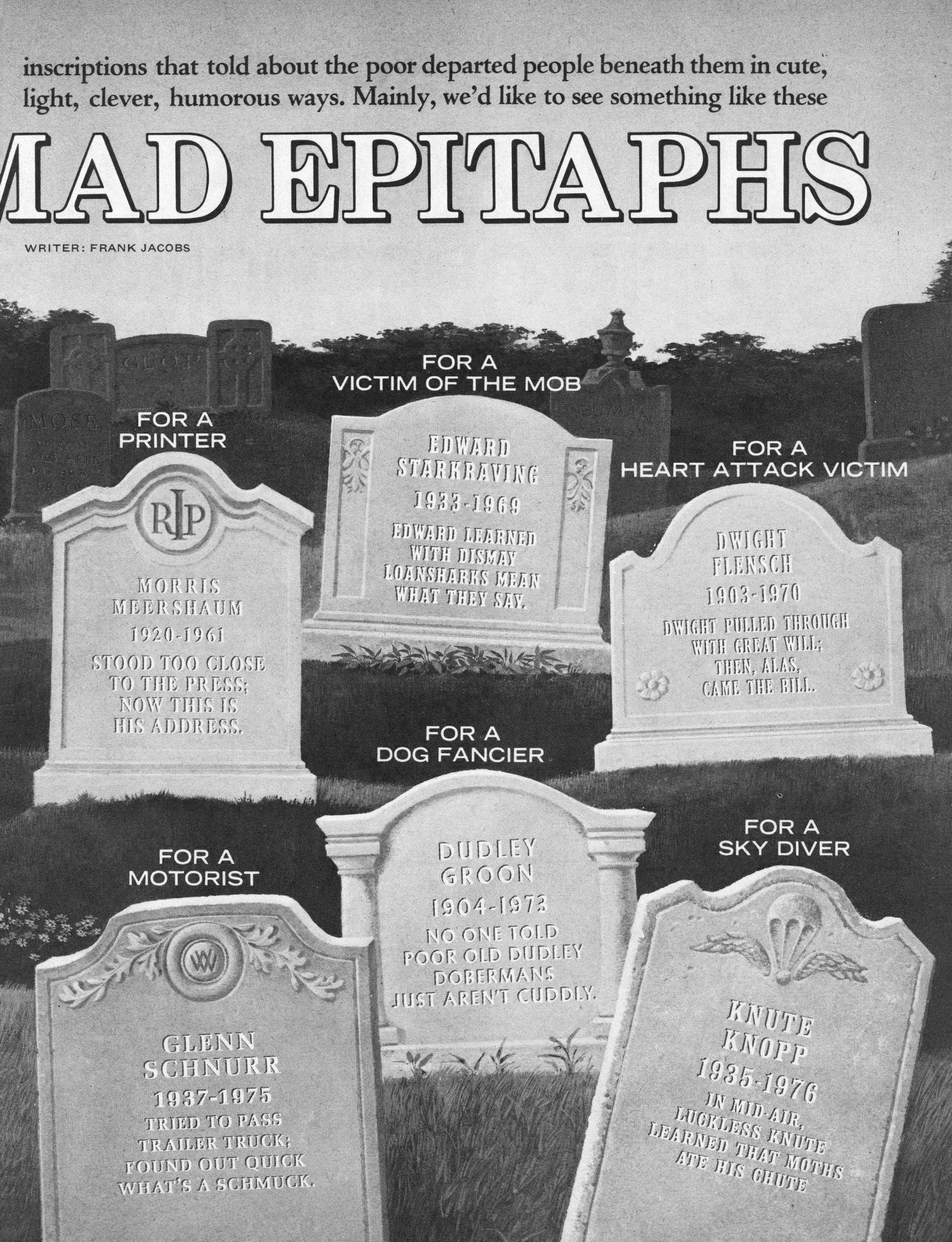
# DISTINCTIVE M

ARTIST: BOB CLARKE

inscriptions that told about the poor departed people beneath them in cute, light, clever, humorous ways. Mainly, we'd like to see something like these

# MAD EPITAPHS

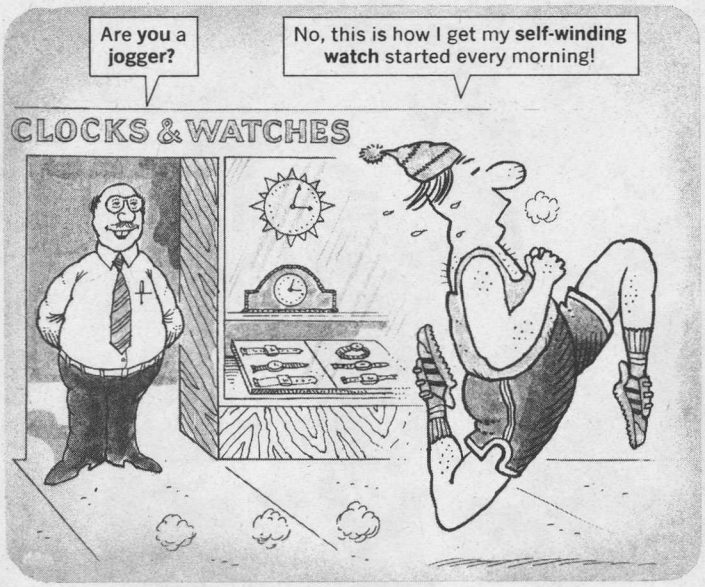
WRITER: FRANK JACOBS

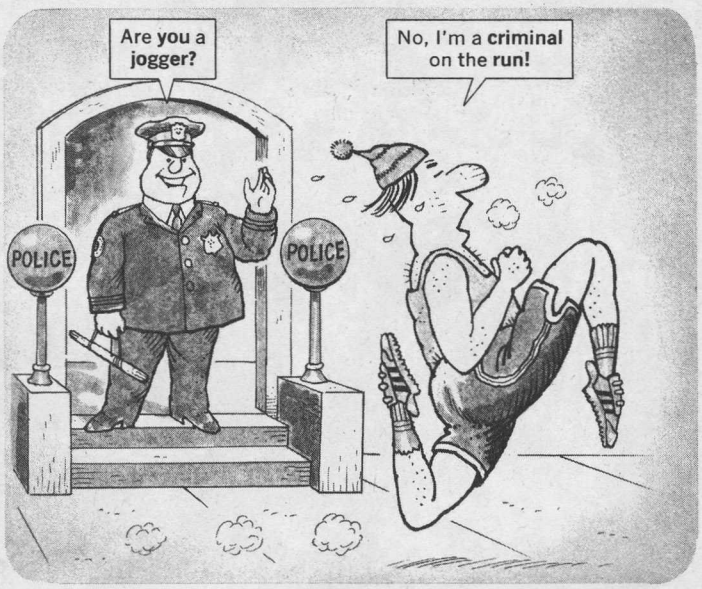


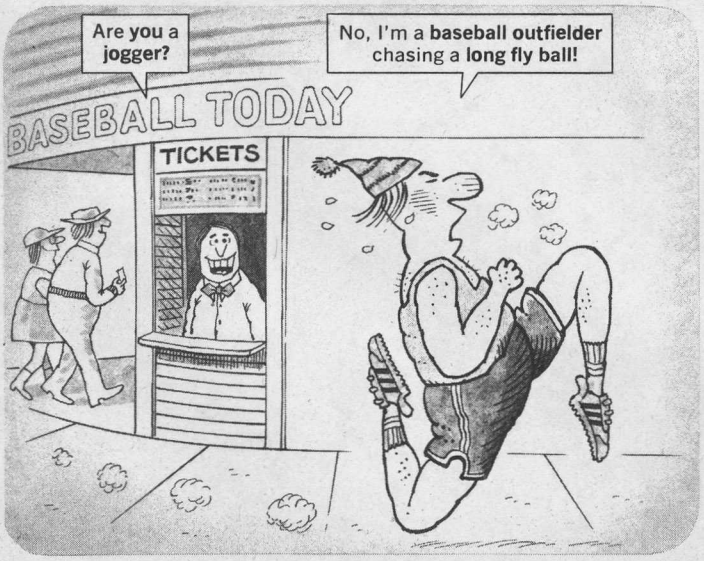
PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

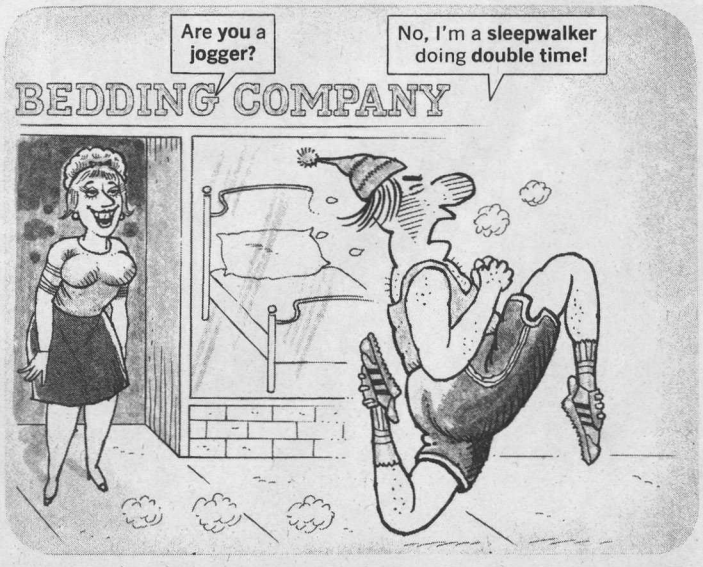
# AN AL JAFFEE SNAPPY ANSWERS TO STUPID QUESTIONS

## Jogging Incident





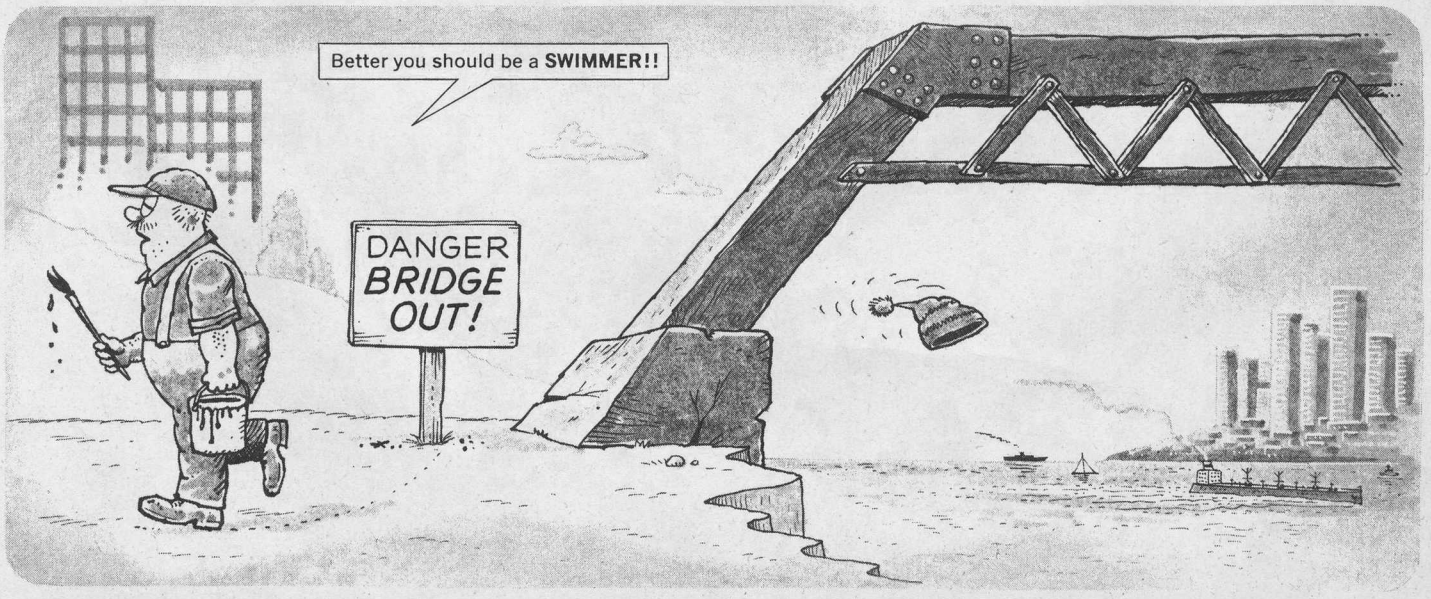

ARTIST & WRITER: AL JAFFEE

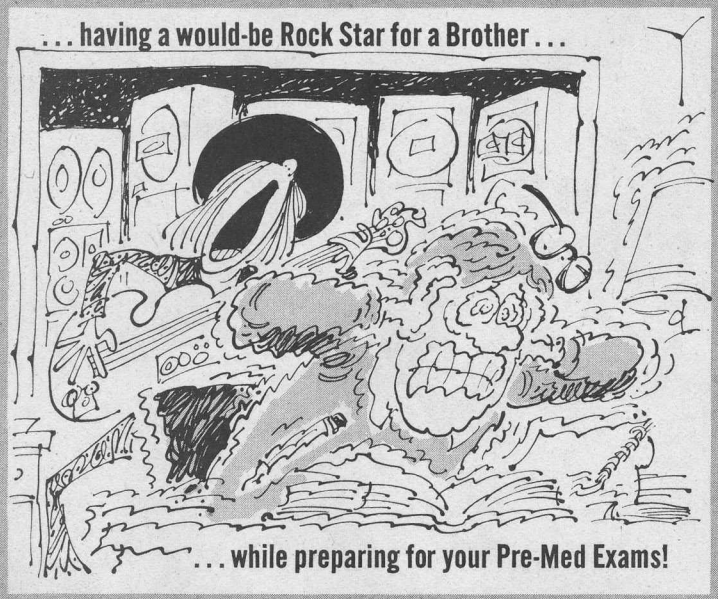
Are you a jogger?
No, I'm breaking in a pair of running shoes for a friend!
TONY'S SHOE REPAIR
TONY'S

Are you a jogger?
No, I'm practicing for the Olympic Doggie-Do Dodging Event!
IRMA'S PET BOUTIQUE

Are you a jogger?

Okay! OKAY! I GIVE UP! YES, I'M A JOGGER!!

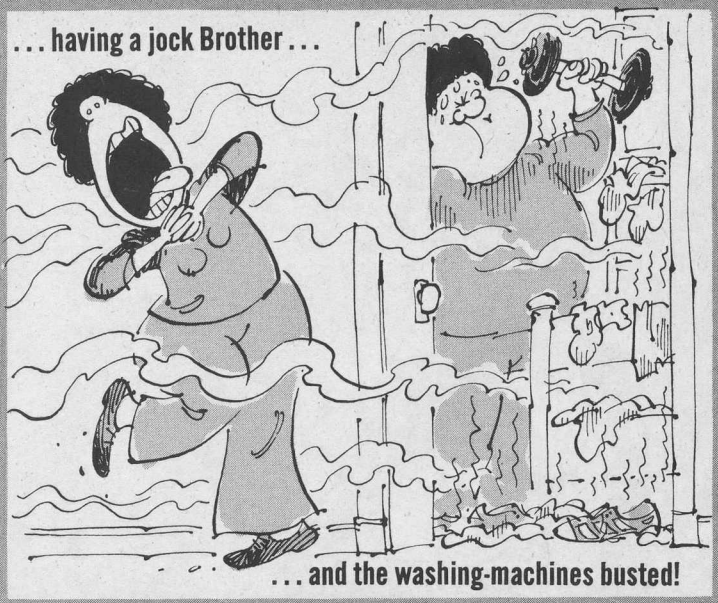

Better you should be a SWIMMER!!
DANGER BRIDGE OUT!




CHILD'S PLAGUE DEPT.

# SIBL MISI IS

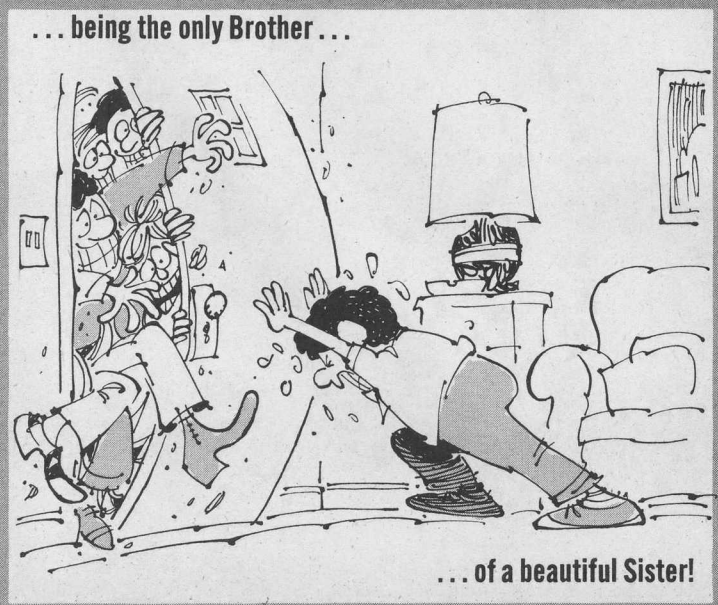
ARTIST: PAUL COKER

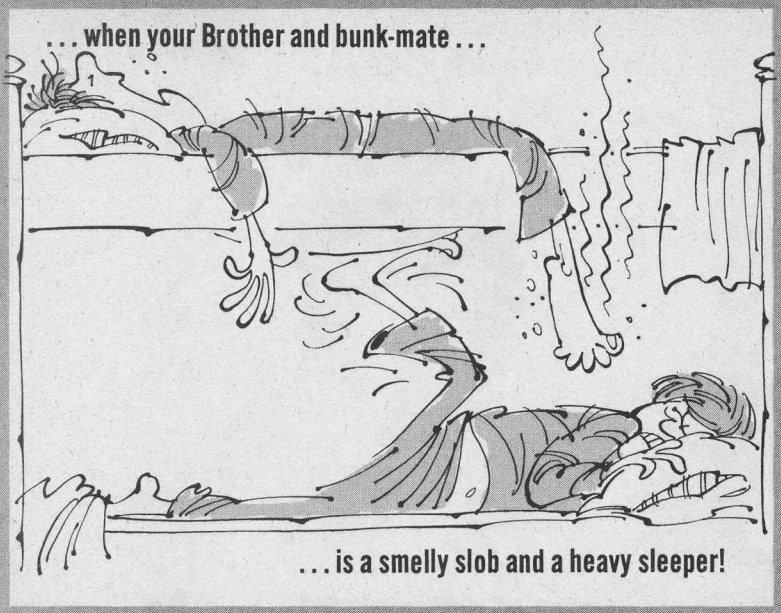


# LING
# ERY

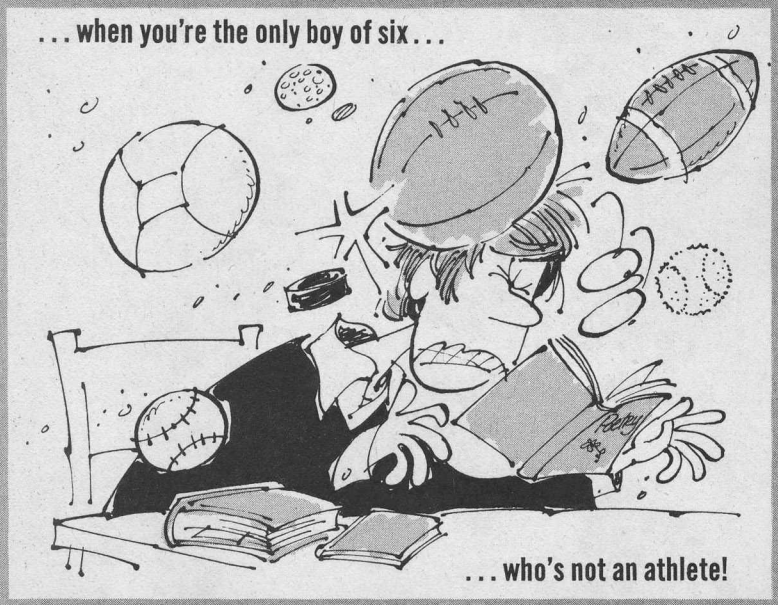
WRITER: PAUL PETER PORGES

. . .

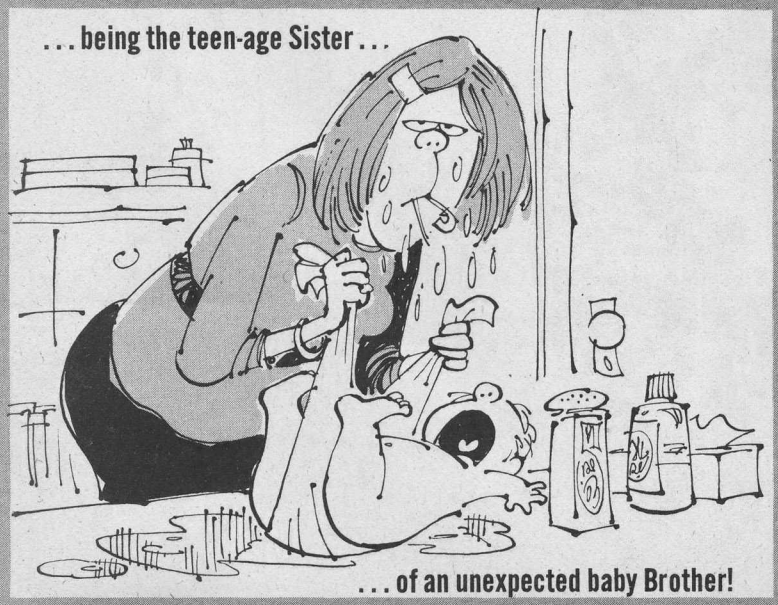



. . . when your Brother and bunk-mate . . .
. . . is a smelly slob and a heavy sleeper!

. . . when your big Brother is a lousy dresser . . .
HUBBA HUBBA
. . . and you have to wear his hand-me-downs!


. . . when you're the only boy of six . . .
. . . who's not an athlete!

. . . having five older Sisters . . .
. . . and only one bathroom!


. . . being the teen-age Sister . . .
. . . of an unexpected baby Brother!

STIFF 'EM STUFF DEPT.

**Remember what tipping used to be for? It was for a job well done. Now, we tip for *any* job, no matter *how badly* it's done. And we usually *over-tip* for a job that's done the way it *should* be done. Well, here's your chance to change all that. Since you're probably too chicken to leave no tip at all for a bad job, just cut these out, place them in an envelope, and discretely hand out where necessary these . . .**

# MAD "NO TIP" CARDS

WRITER: DICK DE BARTOLO

### FOR THE WAITRESS

You forgot the onions on my burger!
You forgot my Coke and French fries, too!
So I'm sure that you will understand when
I forget to leave a tip for you!

### FOR THE BELLBOY

You carried my tiny bag up the stairs,
And made me feel like I'm weak!
You made a deal of unlocking the door,
Like it was something unique!
You showed me just how to turn on the light,
And things that wasted my time!
Now it's my turn to make you feel small, pal—
Have you got change of a dime?

### FOR THE WASHROOM ATTENDANT

Big deal! You handed me a towel
And then turned on the water!
Who asked you!? I'm not crippled yet!
I'm handing you no quarter!

### FOR THE HATCHECK GIRL

*I didn't want to check my hat,*
*My topcoat and my umbrella!*
*To make things worse, what I got back*
*Belongs to some other fellah!*
*So don't expect a tip from me;*
*Be glad that I'm not a "yeller"!*

### FOR THE MAILMAN

*All year long you tore up my mail,*
*And jammed it in my slot!*
*But now that Christmas time is here,*
*How careful you have got!*
*It's obvious you want a tip;*
*Your hinting did not fail!*
*I don't know how you'll get it, though—*
*I put it in the mail!*

### FOR THE SHOESHINE MAN

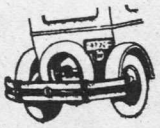
The job you did on my shoes was fine—
That's not what I am knocking;
The tip you're not getting's for the shine
You slopped all over my stocking!

### FOR THE BARBER

You cut off more hair than I wanted!
You sliced me up, drawing blood twice!
As a Barber, you're really a Butcher!
Here's my tip—Get legal advice!
YOU'RE GETTING SUED, DUDE!

### FOR THE CAB DRIVER

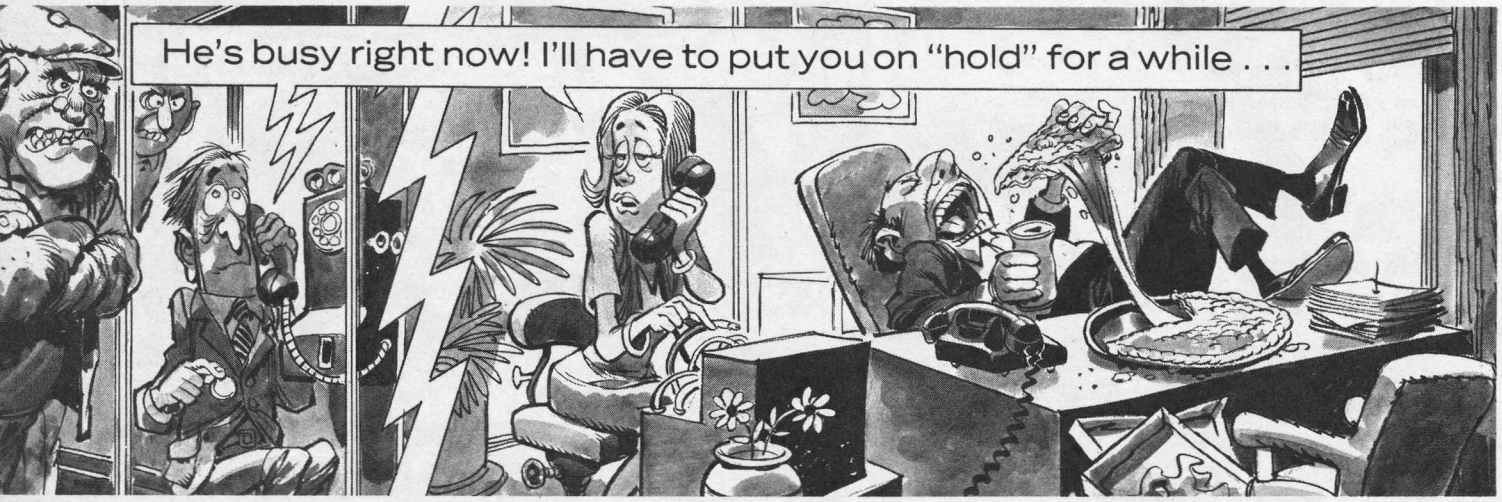
YOU DIDN'T MISS ONE POT-HOLE, SAM!
YOU DIDN'T MISS ONE TRAFFIC JAM!
YOU DIDN'T MISS ONE SIGNAL LIGHT!
YOU DID, HOWEVER, MISS MY FLIGHT!
SO THANK YOU FOR A LOUSY TRIP—
I HOPE THAT YOU WON'T MISS MY TIP!

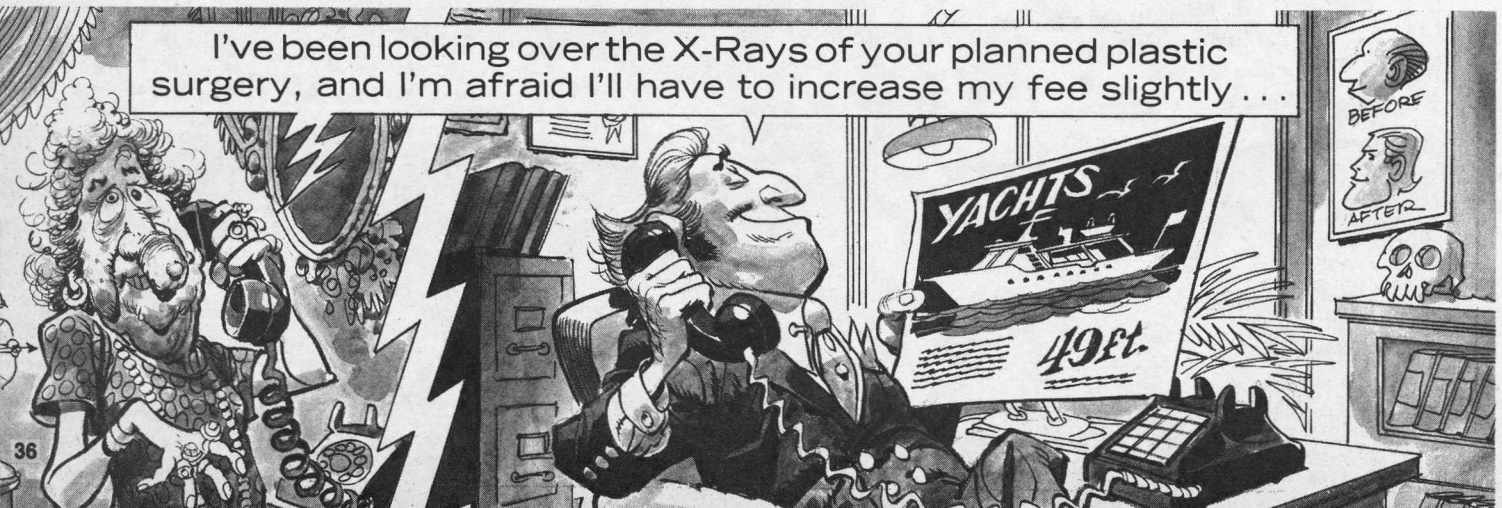


OUTTA SIGHT! DEPT.

# A MAD EXPOSÉ OF SOME... PHON

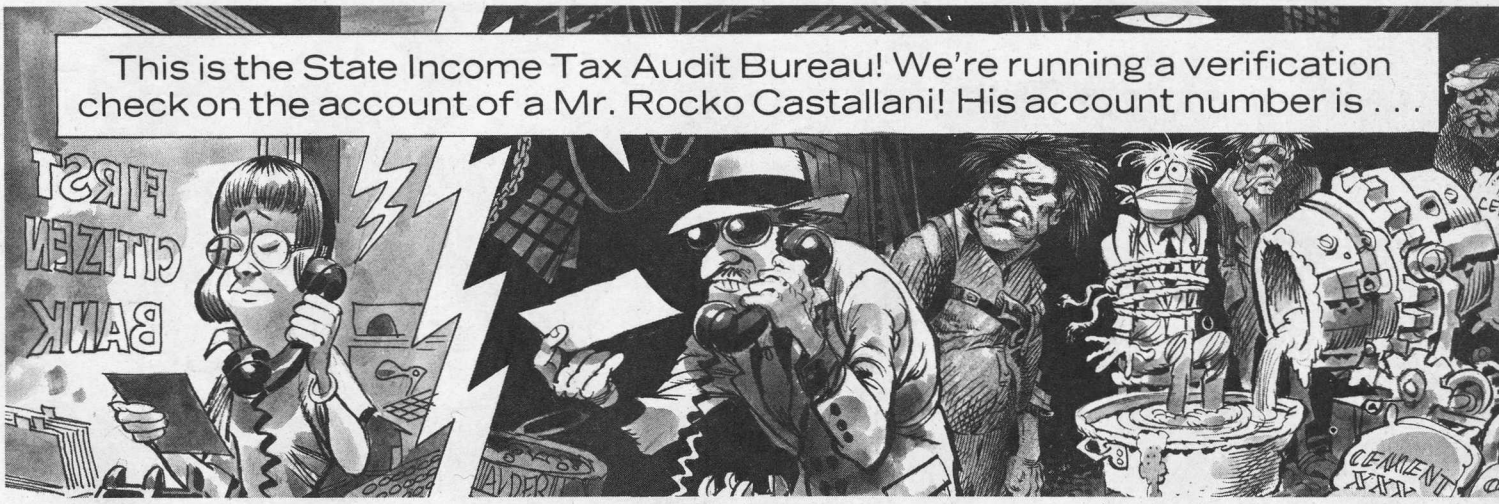
ARTIST: JACK DAVIS



# E-Y BALONEY

WRITER: PAUL PETER PORGES



At the moment, his condition is stable, and he's resting comfortably . . .
Our pick-up man should be there shortly! He left here five minutes ago . . .
URGENT
RUSH!
GREASED ARROW MESSENGER SERVICE
This is the Ajax Burglar Alarm Company! If you have no security alarm system at present, we'd like to send a man over to demonstrate our . . .
SAN QUENTIN
Right now, our Editorial Staff is seriously considering your submission . . .
Dear Mad
IDEA ONE IS:
THE

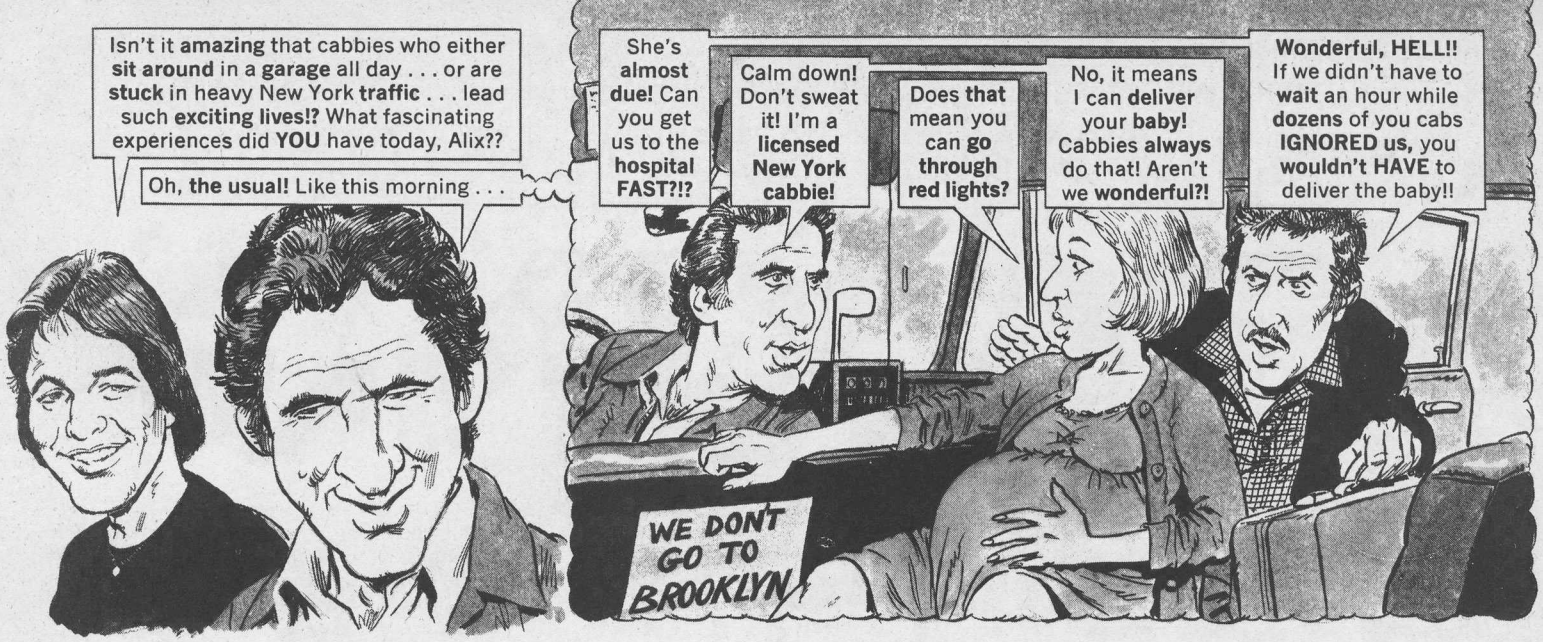
CORN ON THE CAB DEPT.

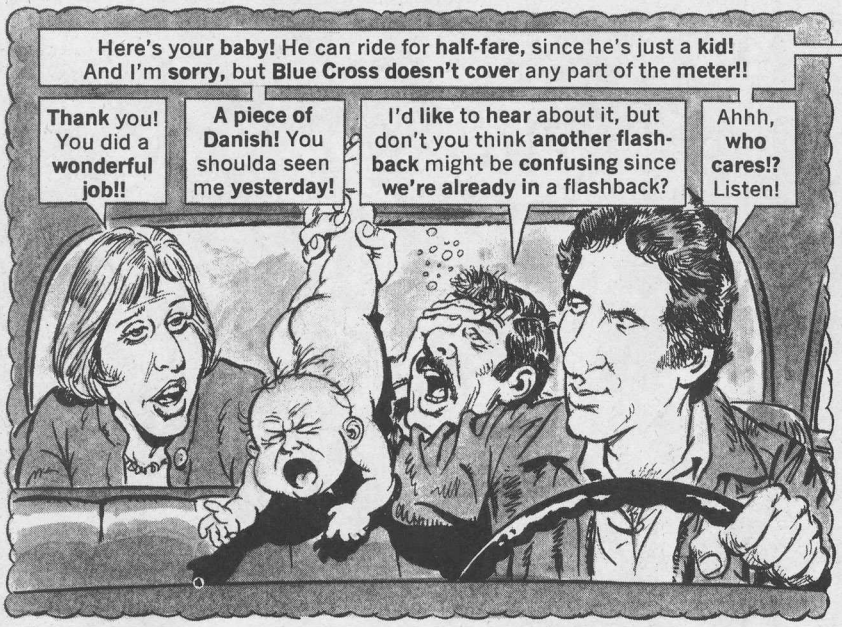
HERE WE GO WITH OUR VERSION OF A POPULAR WEEKLY TV SITCOM

(This is the shortest introduction MAD has ever run. If anyone misses a longer introduction . . . like the kind we usually run . . . drop us a line. If enough of you respond, we'll again include long, boring introductions in future TV take-offs.)

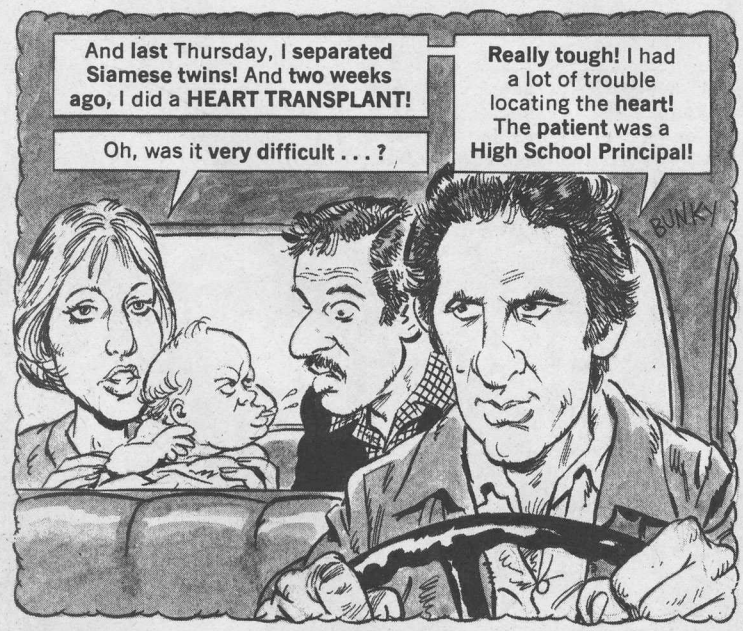
# TAXING

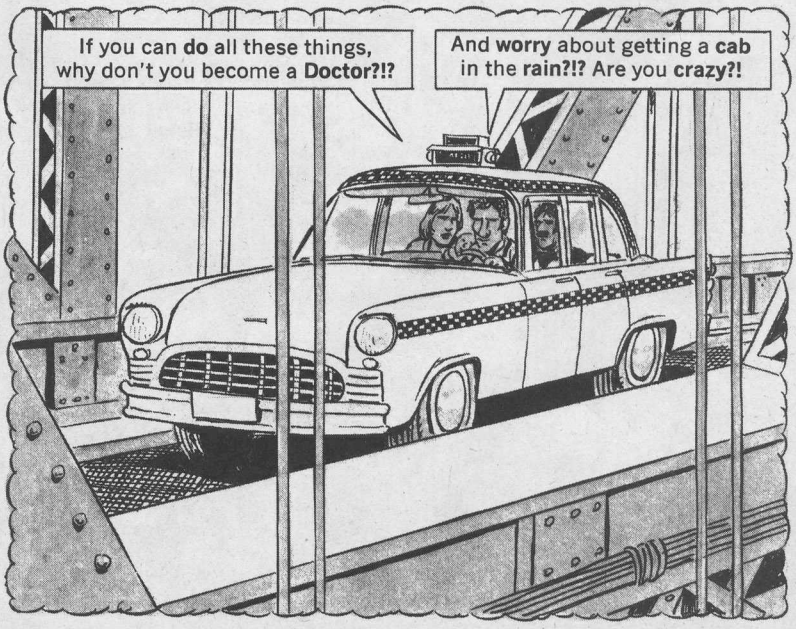
ARTIST: ANGELO TORRES WRITER: STAN HART

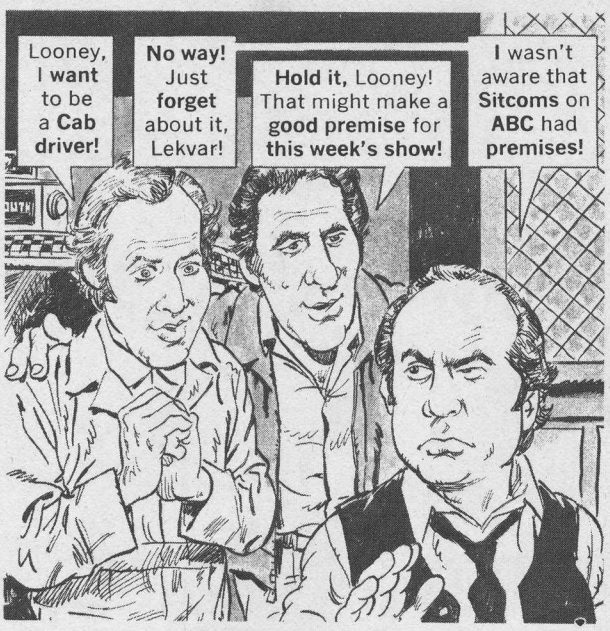

Isn't it amazing that cabbies who either sit around in a garage all day . . . or are stuck in heavy New York traffic . . . lead such exciting lives!? What fascinating experiences did YOU have today, Alix??
Oh, the usual! Like this morning . . .
She's almost due! Can you get us to the hospital FAST?!?
Calm down! Don't sweat it! I'm a licensed New York cabbie!
Does that mean you can go through red lights?
No, it means I can deliver your baby! Cabbies always do that! Aren't we wonderful?!
Wonderful, HELL!! If we didn't have to wait an hour while dozens of you cabs IGNORED us, you wouldn't HAVE to deliver the baby!!
WE DON'T GO TO BROOKLYN

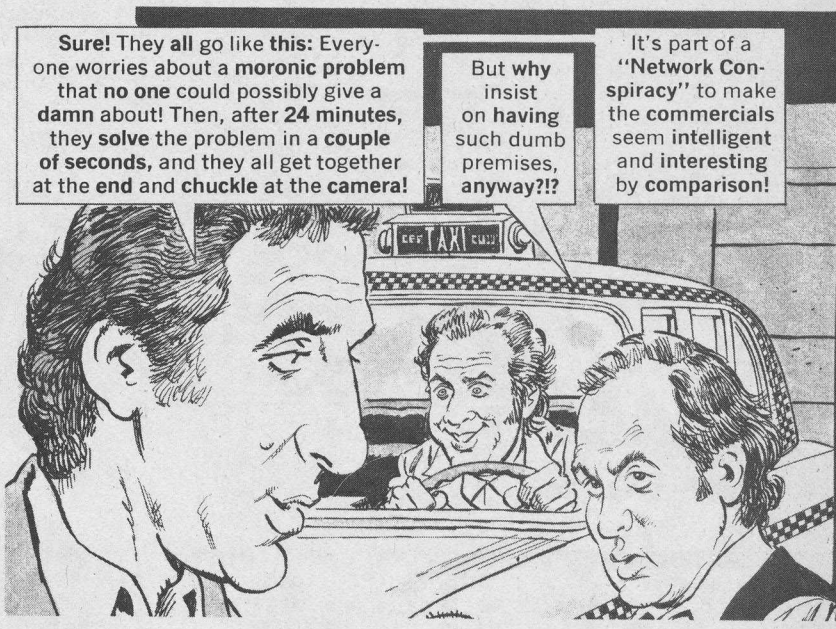

Here's your baby! He can ride for half-fare, since he's just a kid! And I'm sorry, but Blue Cross doesn't cover any part of the meter!!
Thank you! You did a wonderful job!!
A piece of Danish! You shoulda seen me yesterday!
I'd like to hear about it, but don't you think another flash-back might be confusing since we're already in a flashback?
Ahhh, who cares!? Listen!

Yesterday, I performed emergency brain surgery!
How do you feel?
I can't really tell you!
Of course not! Let me put your brain back in! Then, you can tell me!

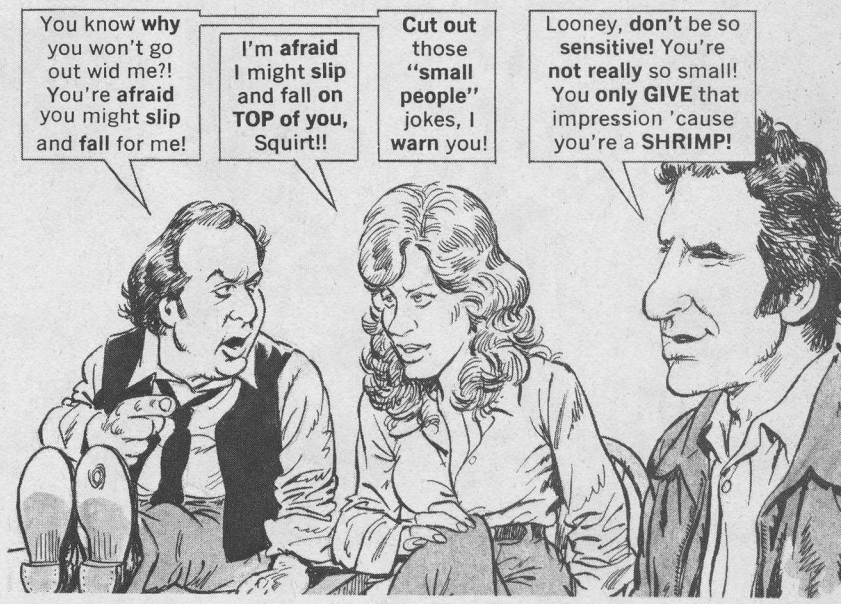

And last Thursday, I separated Siamese twins! And two weeks ago, I did a HEART TRANSPLANT!
Oh, was it very difficult . . . ?
Really tough! I had a lot of trouble locating the heart! The patient was a High School Principal!
BUNKY

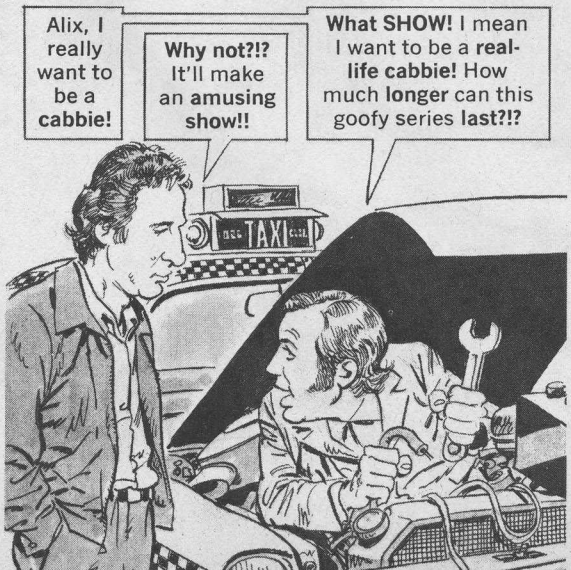

If you can do all these things, why don't you become a Doctor?!?
And worry about getting a cab in the rain?!? Are you crazy?!

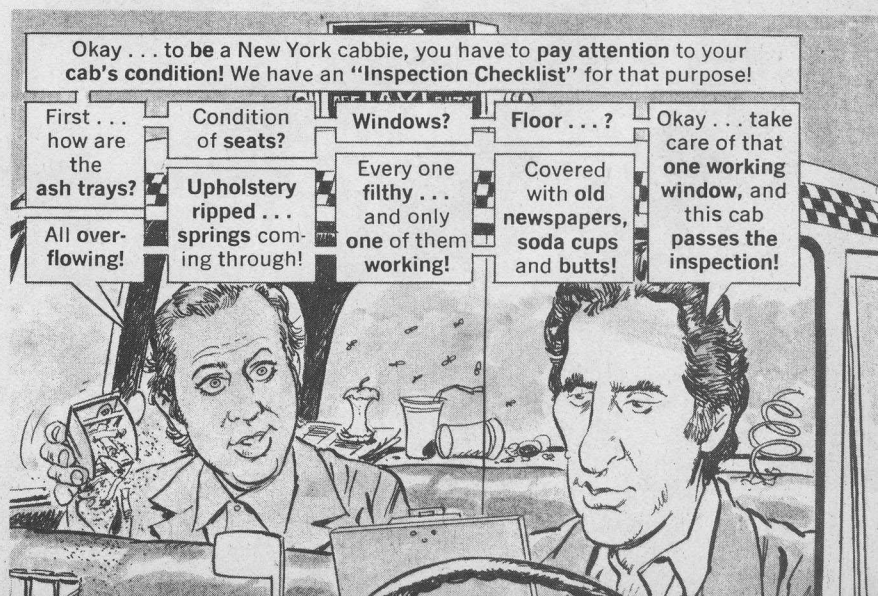

Looney, I **want** to be a **Cab driver!**
**No way!** Just **forget** about it, Lekvar!
**Hold it,** Looney! That might make a **good premise** for **this week's show!**
I wasn't aware that **Sitcoms** on **ABC** had **premises!**


**Sure!** They **all** go like **this:** Everyone worries about a **moronic problem** that **no one** could possibly give a **damn** about! Then, after **24 minutes,** they **solve** the problem in a **couple of seconds,** and they all get together at the **end** and **chuckle** at the **camera!**
But **why** insist on **having** such dumb premises, **anyway?!?**
It's part of a **"Network Conspiracy"** to make the **commercials** seem **intelligent** and **interesting** by **comparison!**
TAXI

**Hey, Elate!** How about going **out** wid me, huh? You'll **never** get a **better offer** than that!
**Yeah?** I got a better one **this morning!** Some guy offered to **push me down a flight of stairs!**


You know **why** you won't go out wid me?! You're **afraid** you might **slip** and **fall** for me!
I'm **afraid** I might **slip** and fall **on TOP of you,** Squirt!!
**Cut out** those **"small people"** jokes, I **warn** you!
Looney, **don't** be so **sensitive!** You're **not really** so small! You **only GIVE** that impression 'cause you're a **SHRIMP!**


Alix, I really want to be a **cabbie!**
**Why not?!?** It'll make an **amusing show!!**
**What SHOW!** I mean I want to be a **real-life cabbie!** How much **longer** can this goofy series **last?!?**
TAXI


Okay . . . to **be** a New York cabbie, you have to **pay attention** to your **cab's condition!** We have an **"Inspection Checklist"** for that purpose!
First . . . how are the **ash trays?**
All **overflowing!**
Condition of **seats?**
**Upholstery ripped . . . springs** coming through!
**Windows?**
Every one **filthy . . .** and only **one** of them **working!**
**Floor . . . ?**
Covered with **old newspapers, soda cups** and **butts!**
Okay . . . take care of that **one working window,** and this cab **passes the inspection!**

Lesson Number 2 . . . !
See that **light?** It's about to turn **red!** What should a **REAL** New York cabbie **do?**
**Stop** at the **corner!**
**Wrong!** New York cabbies go right to the **center of the intersection** before they stop for a red light!
Gee! **How come?!?**
**How ELSE** are we gonna be able to **tie up traffic** in **both directions?**

Okay, Lekvar, what does the Manual say about **making left turns?**
It says, "Make **left turns ONLY** from **left lanes!"**
**NOT** "The New York **Driver's** Manual"! . . . "The New York **CABBIE'S** Manual"!
Oh! *Er* . . . **"Whenever** you get the **urge!"**
CRUNCH!

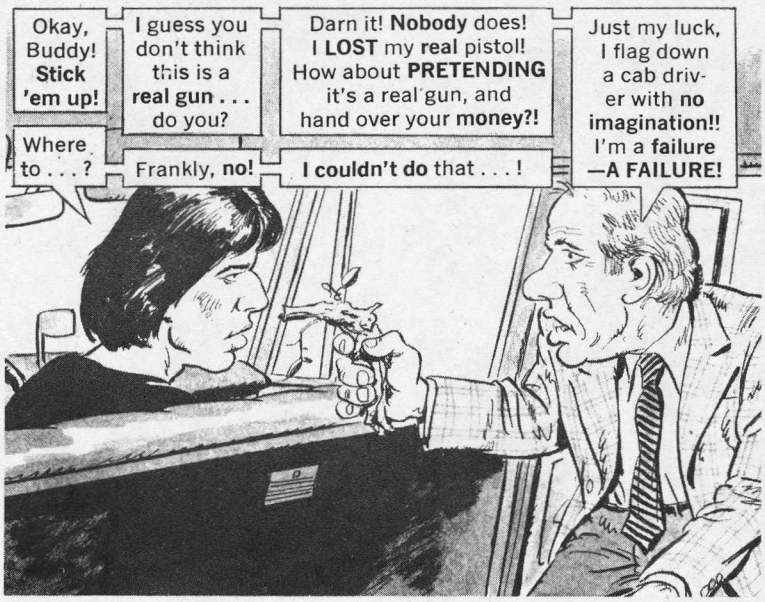
Now, **before** you **start out,** you have to **wipe** this **glass partition** between you and your passengers!
With a **clean rag,** I suppose!
No, a **dirty oily one!**
But **THEN,** none of the passengers will be able to **read the METER!!**
**See that?!** You're **catching on!!**

**Another** important point! When it starts to **rain,** always remember to **turn on this little switch!**
**What** does the switch **do?**

It **activates** the **"OFF DUTY" sign!!**
OFF TAXI DUTY

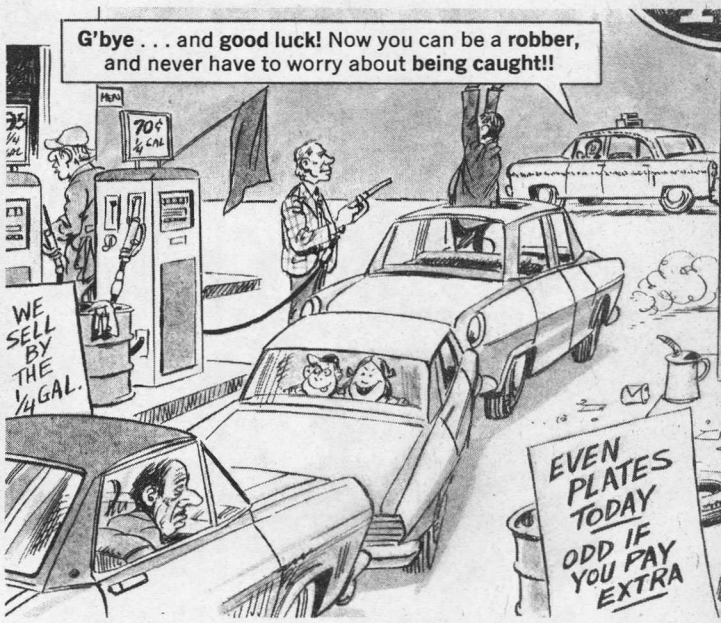
**Hey,** you dumb clowns! **Stop** that **horsing around,** and **start** picking up some **fares!**
**Nov shmoz ka pop!!** That's **LOONEY!** How'd he get inside that **little compartment?!?**
**Nahh!** That's **not REALLY Looney!** That's just his **voice** on the **RADIO,** you **dumb refugee putz!!**

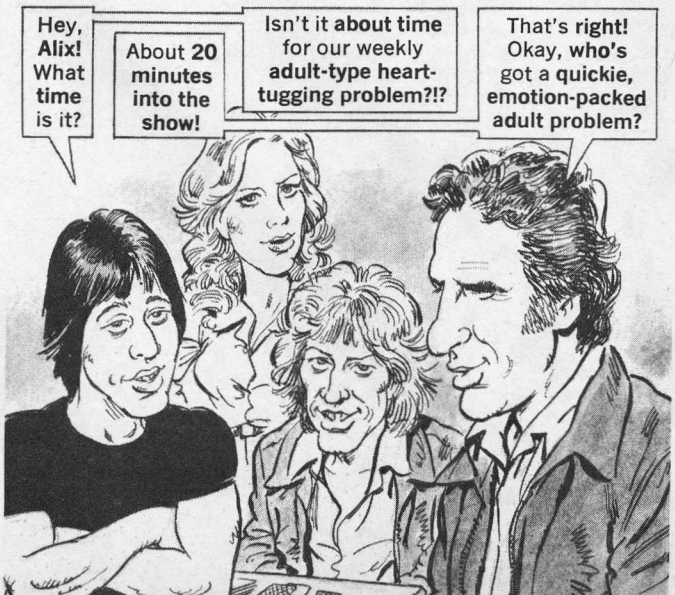
**WHO** you calling a **PUTZ,** Alix?!
**Wow!** You **really ARE SMALL!!**

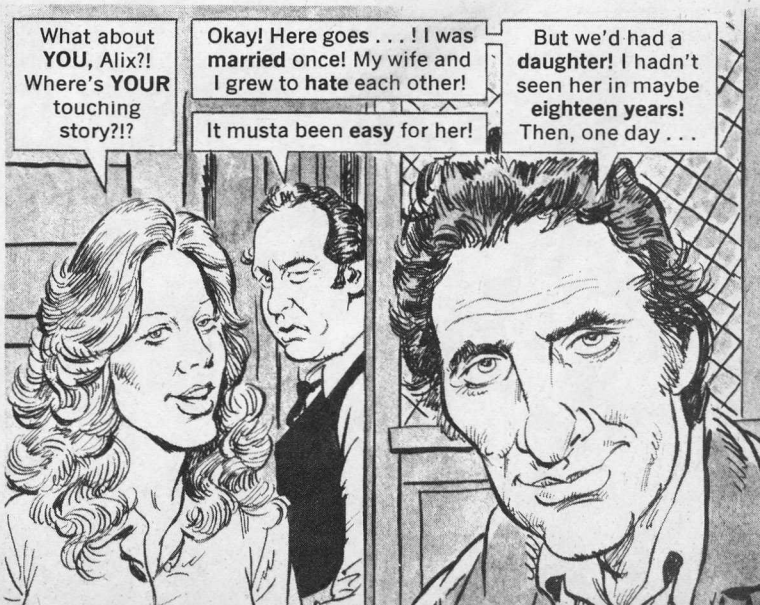

Okay, Buddy! Stick 'em up!
Where to . . . ?
I guess you don't think this is a real gun . . . do you?
Frankly, no!
Darn it! Nobody does! I LOST my real pistol! How about PRETENDING it's a real gun, and hand over your money?!
I couldn't do that . . . !
Just my luck, I flag down a cab driver with no imagination!! I'm a failure —A FAILURE!

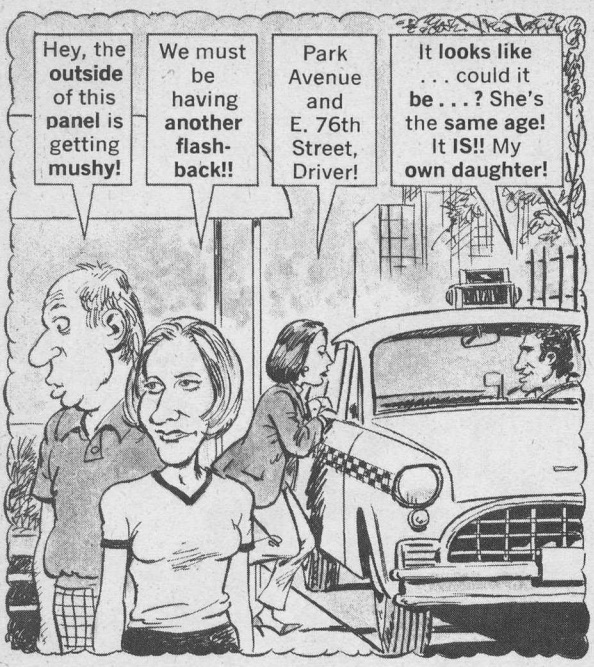
Sob—sob—sob!!
Your trouble is: You need to develop CONFIDENCE in yourself . . . !
I will!! I'll try something really DIFFICULT! I'll try holding up this DINER with my index finger!!
I don't mean that! Hey, let's go! I think I can help you . . . !

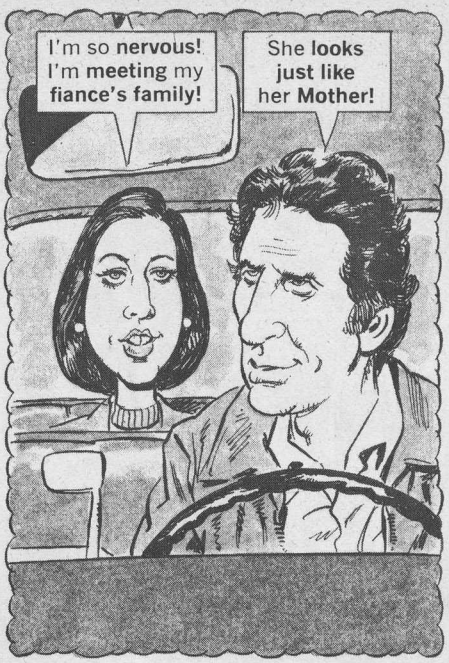
C'mon, Uncle Frank! Give him a job! With his past experience, he's the perfect guy to work for you!
Hmmmmm! Maybe you're right! Okay, he's hired!!

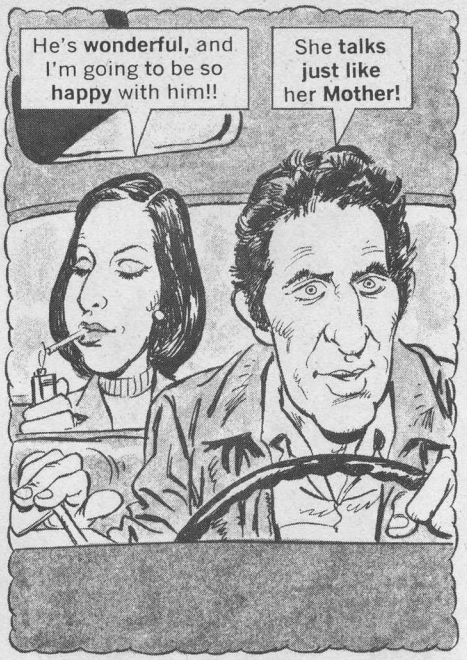

G'bye . . . and good luck! Now you can be a robber, and never have to worry about being caught!!
WE SELL BY THE ¼ GAL.
EVEN PLATES TODAY ODD IF YOU PAY EXTRA

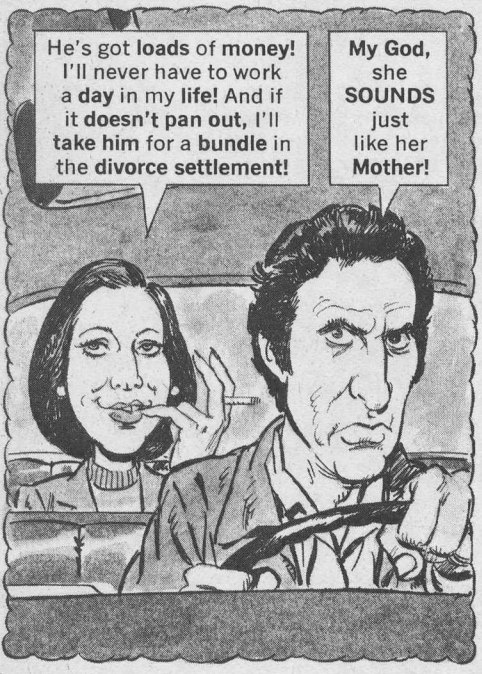

Hey, Alix! What time is it?
About 20 minutes into the show!
Isn't it about time for our weekly adult-type heart-tugging problem?!?
That's right! Okay, who's got a quickie, emotion-packed adult problem?


What about YOU, Alix?! Where's YOUR touching story?!?
Okay! Here goes . . . ! I was married once! My wife and I grew to hate each other!
It musta been easy for her!
But we'd had a daughter! I hadn't seen her in maybe eighteen years! Then, one day . . .


Hey, the outside of this panel is getting mushy!
We must be having another flash-back!!
Park Avenue and E. 76th Street, Driver!
It looks like . . . could it be . . . ? She's the same age! It IS!! My own daughter!

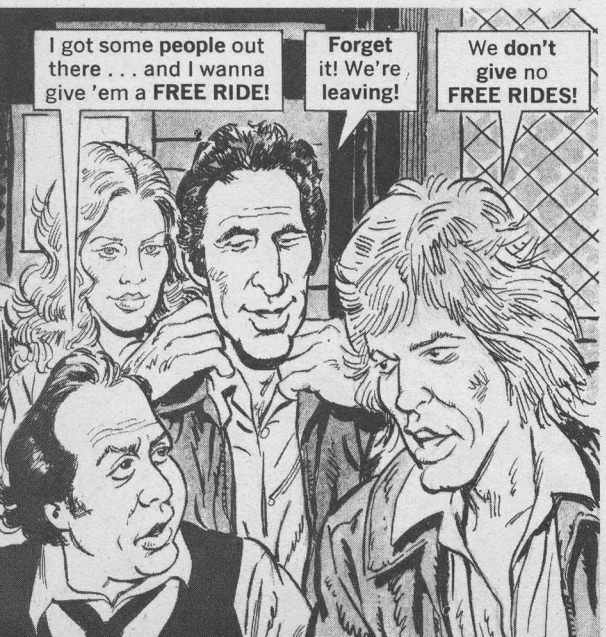

I'm so nervous! I'm meeting my fiance's family!
She looks just like her Mother!


He's wonderful, and I'm going to be so happy with him!!
She talks just like her Mother!


He's got loads of money! I'll never have to work a day in my life! And if it doesn't pan out, I'll take him for a bundle in the divorce settlement!
My God, she SOUNDS just like her Mother!

STAY LOST!

Well, it's time to go home, although I don't know if any of us HAS a home! You never SEE one on this show!
Another tough day of sitting around!
Hold it! I need a couple of cabs!


I got some people out there . . . and I wanna give 'em a FREE RIDE!
Forget it! We're leaving!
We don't give no FREE RIDES!

Oh, yeah?! Well, it's only fair!! Because if it wasn't for the free ride they give US on ABC's Tuesday Night Schedule, this show would have an even lower rating than "Bowling For Dollars"!!
Okay! I'll take 'em!!
Hop right in folks!
Your cab is waiting!!

GIVIN' 'EM A RIBBIN' DEPT.

Why restrict the awarding of medals to the military? After all, Civilians perform heroic acts while fighting life's daily battles as well! Let's recognize them with

# THIS ISSUE'S PROPOSED MAD MEDALS

## . . . TO BE PRESENTED TO DESERVING WORKING PEOPLE

ARTIST & WRITER: AL JAFFEE

### THE JOB-EFFICIENCY MEDAL

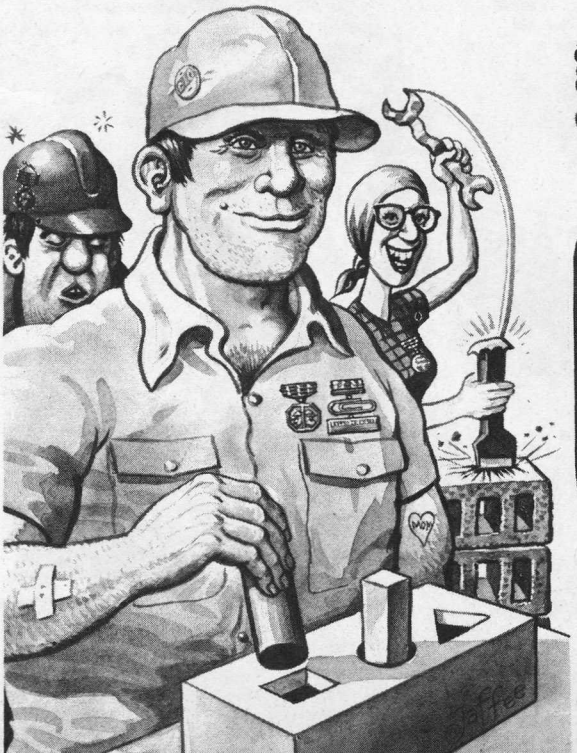
Presented to blue collar workers who manage to remain on the job without getting fired while half asleep (on Fridays) and hung over (on Mondays), even though the quality of work produced is disgraceful and dangerous.

### THE PIGGY-BACK PARTS AWARD

Goes to repairmen who courageously replace an entire mechanical system in a car or an appliance, even though only a tiny part of it is malfunctioning . . . thus protecting thousands of jobs in the "Parts Manufacturing" industries.

### THE PURLOINED PAPER CLIP MEDAL

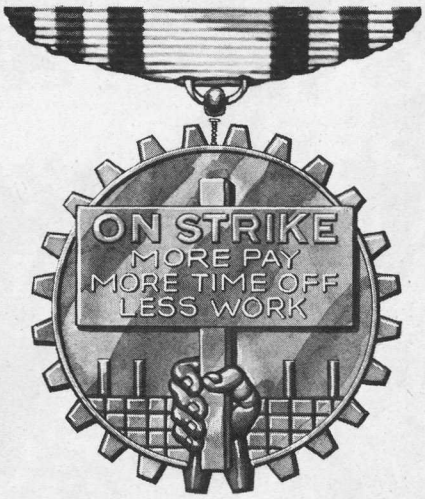
Goes to white collar workers who create fringe benefits by using company supplies and services, and by taking home anything that isn't nailed down. These are lots better than pay raises, since no taxes are collected on them.



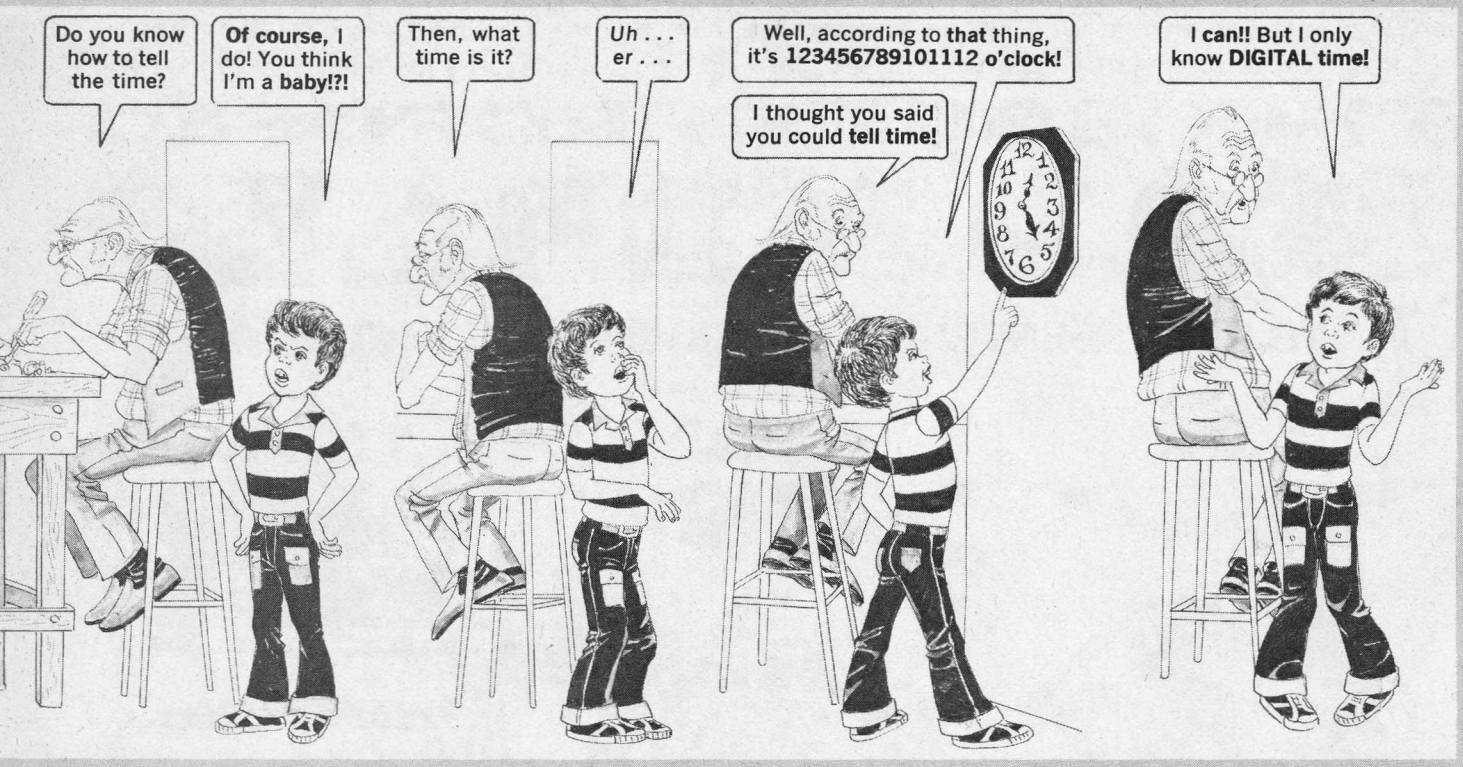
### THE SILVER TONGUE AWARD

Awarded to salespersons who bravely face suckers who come into the store for advertised bargains that do not exist, and manage to switch them into buying costlier but inferior products, thereby boosting our entire economy.

### THE UNION MEDAL OF HONOR

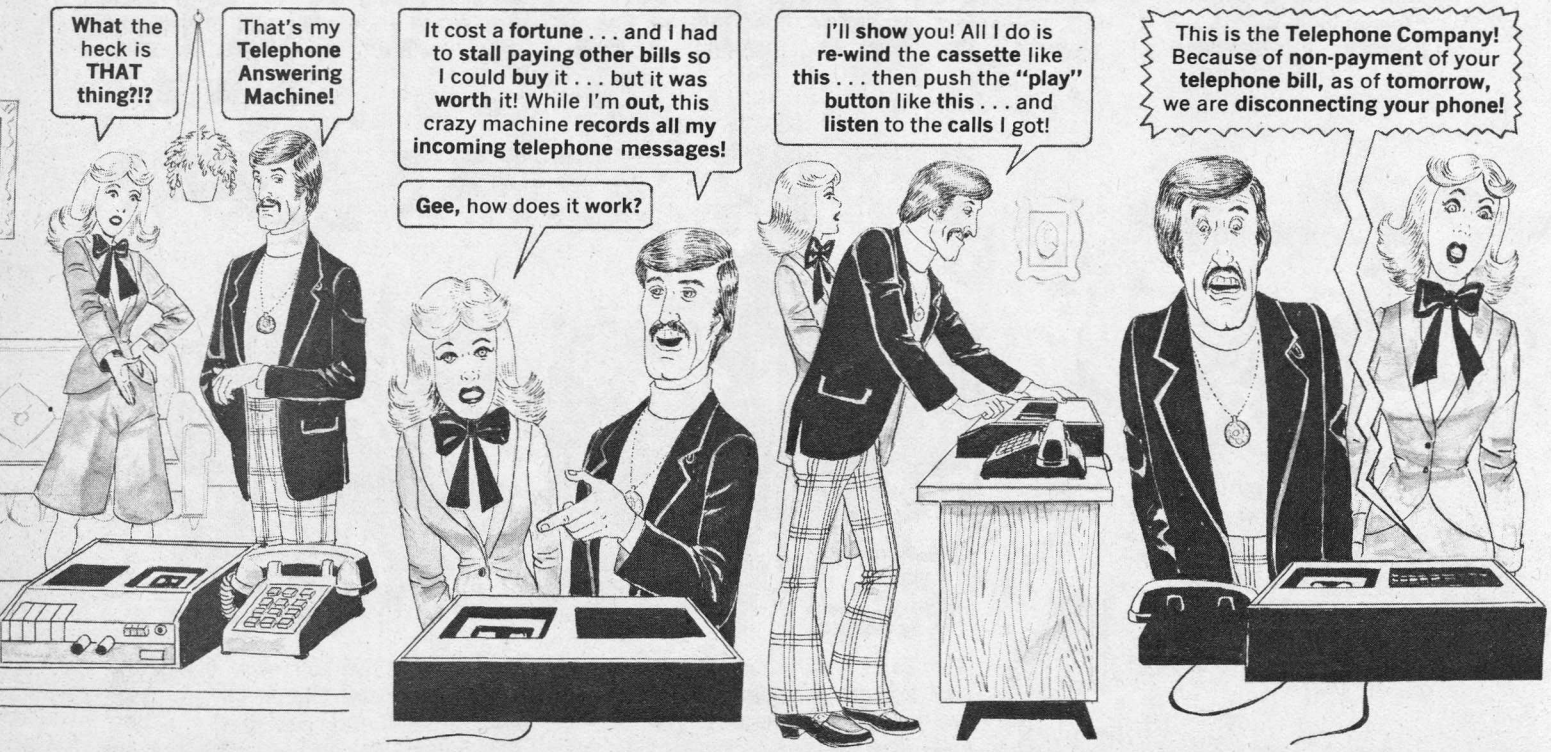



Presented to workers who blindly respond and heroically serve on picket lines without questioning the issues, the motives or anything else involved in strike situations, just as long as it means more money in their pockets.




BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF... GAD



# GETS

WRITER & ARTIST: DAVID BERG

What's going on here? First, you bought a **stereo receiver** and **two loudspeakers!** Then, you added a **record player!** Then, you added a **reel-to-reel tape recorder!** Then, you added an **8-Track,** a **cassette player** and **two more loudspeakers!** When will it **end?!**

You see the back of this receiver . . . where there are a bunch of **plug holes** for various **component parts?**

Right . . .

It'll **end** when I **run out** of **plug holes!**

Here we are, both finished with our day's fishing . . . and all **I** have to do is take this **compact fishing gadget,** fold it up, and stick it into my pocket . . .

. . . while **you're** loaded down, carrying that big clumsy **rod,** that heavy **reel,** a **tackle box** full of **hooks** and **flies . . .**

. . . a **gaff,** a **net** and all that **foul-weather gear!**

You're **right! I am** loaded down, carrying all this stuff!

**Especially** with this **big pail of FISH!!**

Arnold, baby, you look like you've got the weight of the **whole world** on your shoulders! Why the **hangdog expression?** What's **eating you,** anyway?

I've got **troubles! Big** troubles! I'm **terribly worried** about my **Wife!!**

Your **WIFE!?** Oh, my Lord!!

But, she's so **young!** The last time I saw her, she seemed so **robust**—so **healthy!** Tell me, Buddy-boy, **what** has she **got?!**

My **brand new $14,000 car!**

The Electrolux vacuum cleaner **doesn't** just **clean** rugs! It does **other** things as **well!**

**Really?** I didn't **know** that!!

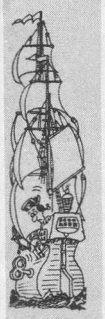
Let me **demonstrate!** It has **various attachments** that also clean your **walls,** your **drapes,** your **Venetian blinds,** your **mattresses,** your **upholstery,** and **under** your **sofa!**

Oh . . . how **marvelous!!**

**What** in heck is your Mother **doing? She already owns** an Electrolux vacuum cleaner!

**I know . . .**

. . . but she **didn't** feel like cleaning the **house** today!!



I've got a gadget at home that says **terrible things** to me every day!

You have a gadget that **talks** to you!?!

**Not exactly! It communicates** in a very **clear** and **insulting manner!**

Oh, **wow!** And **what** does it **communicate?**

It tells me I'm **ugly,** that I **lack self-control,** and that **no fella** will **ever want** me!

**Gee . . . !** what kind of a gadget is **that?**

**A SCALE!!**

Sir, I've got a letter from a woman who says she bought one of our appliances back in **1952!** She says she's **still using it today!** What's more, it has never needed a **single repair!**

**That's remarkable!**

I want you to **write** to that woman and offer her five hun- . . . no, make that a **thousand dollars** for that appliance!

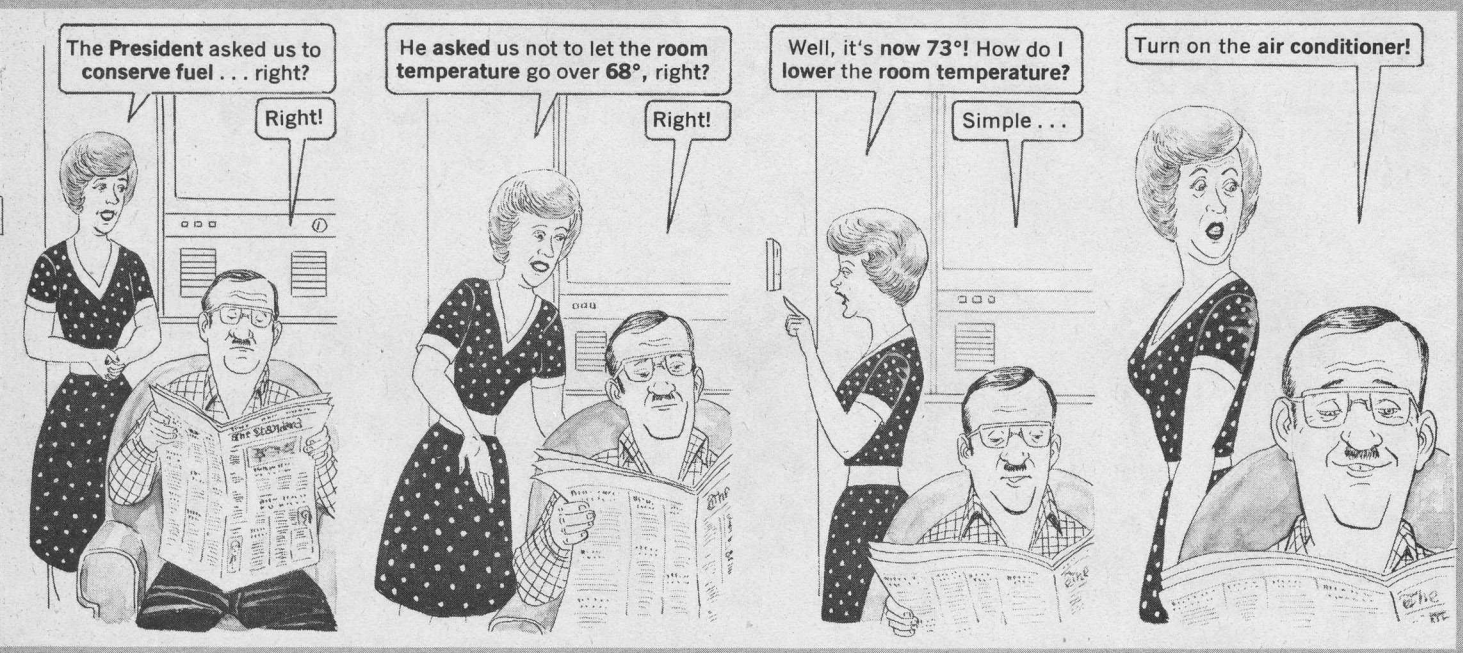
**Yes, sir . . .**

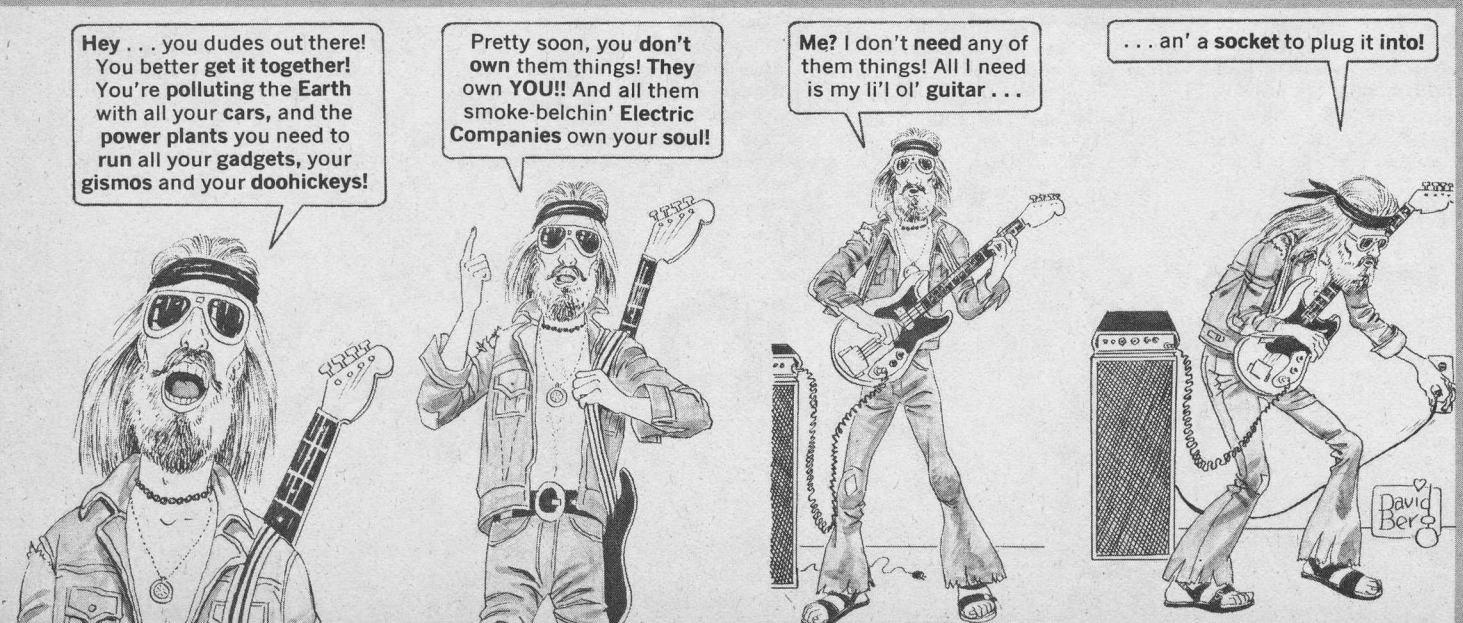
And when you **get** it, have Engineering **strip it down** and **examine it thoroughly!** Have them **find out** exactly what made it **last** so long!

**Yes,** sir! It could **revolutionize** the **whole industry!**

**Right!** And we **don't** want to make that **same** mistake **again!**

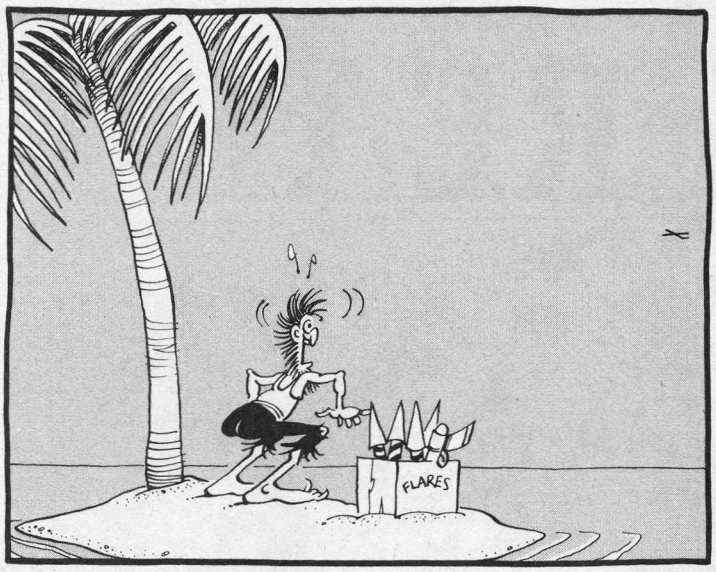
The **Remote Control** for the **TV** isn't working!
Le'me have it!
**Oh-oh!** Mr. **All-Thumbs** is gonna fool around with a **complicated electronic gadget!** God knows **what** will happen **now!**
I'll thank you **not** to **underestimate** my **fantastic technological capabilities!** Here! **Try** it!
It's **STILL** not working!
Oh, **yes** it is!!
The **GARAGE DOOR** just **opened!**

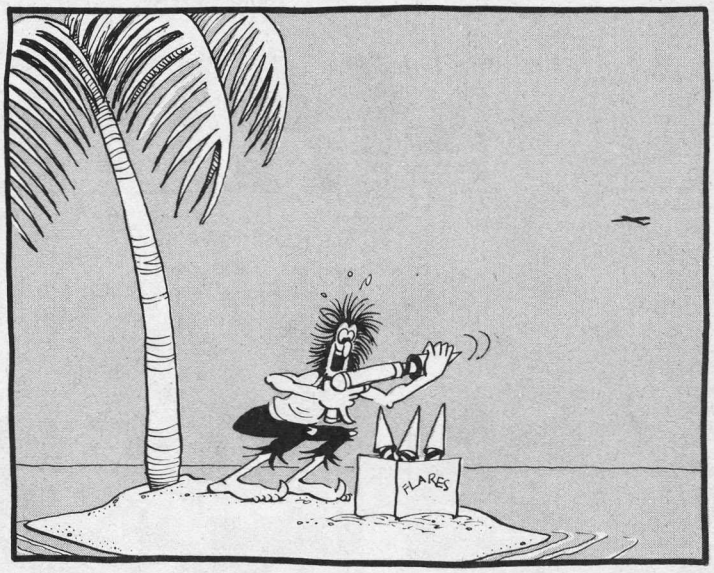

The **President** asked us to **conserve fuel** . . . right?
Right!
He **asked** us not to let the **room temperature** go over **68°**, right?
Right!
Well, it's **now 73°!** How do I **lower** the **room temperature?**
Simple . . .
Turn on the **air conditioner!**

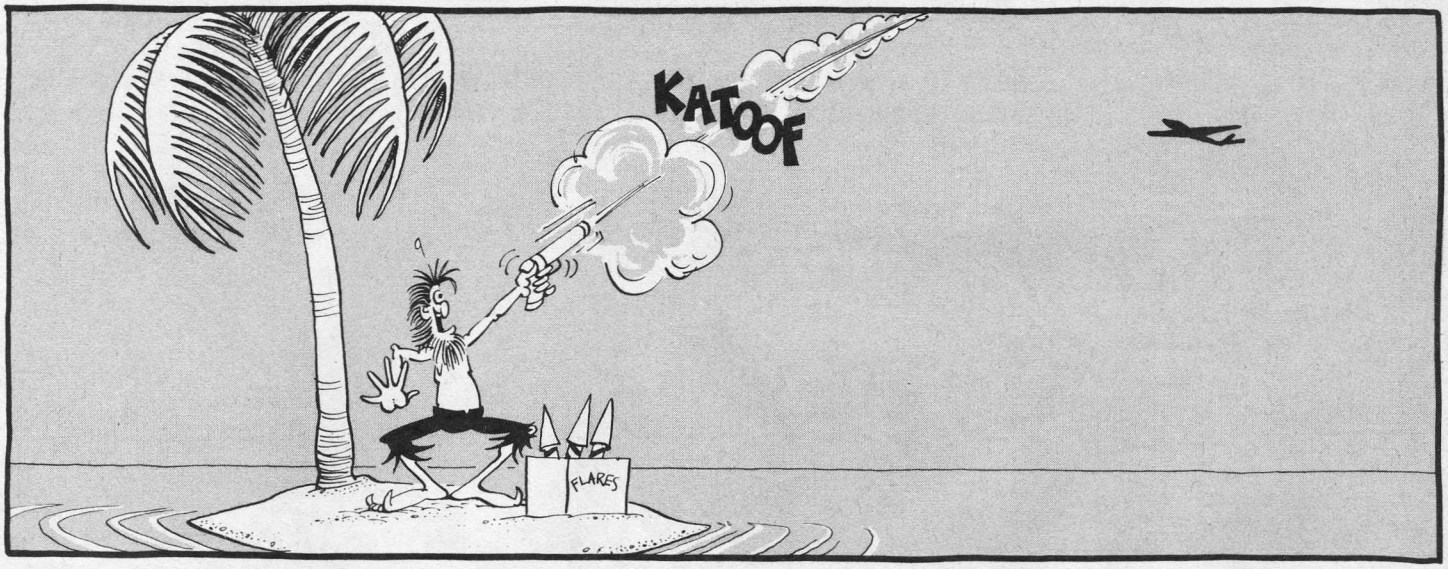

**Hey** . . . you dudes out there! You better **get it together!** You're **polluting** the **Earth** with all your **cars,** and the **power plants** you need to **run** all your **gadgets,** your **gismos** and your **doohickeys!**
Pretty soon, you **don't own** them things! **They** own **YOU!!** And all them smoke-belchin' **Electric Companies** own your **soul!**
**Me?** I don't **need** any of them things! All I need is my li'l ol' **guitar** . . .
. . . an' a **socket** to plug it **into!**
David Berg

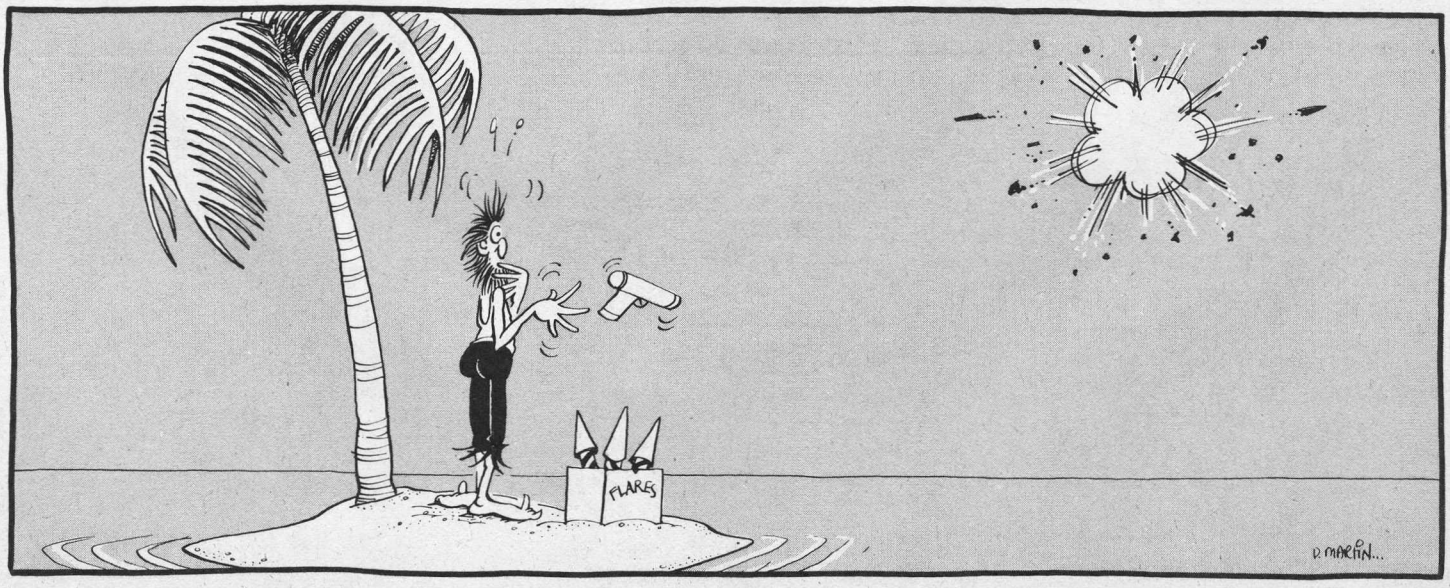
DON MARTIN DEPT.

# ONE DAY ON A DESERT ISLAND



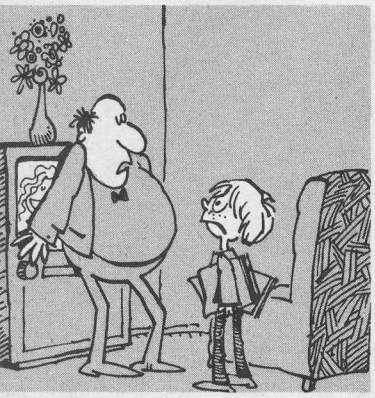



**TWIN SCREWS DEPT.**

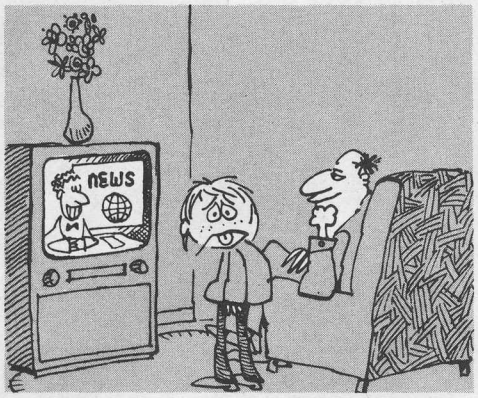
"Catch-22" was a best-selling book that later was made into a successful movie. In case you didn't read the book or see the movie, it was about an Air Force bombardier who doesn't want to fly any more dangerous missions. Since there is an Air Force regulation which states that if you're insane, you can't fly, our

# MAD'S REAL-LI

ARTIST: SERGIO ARAGONES

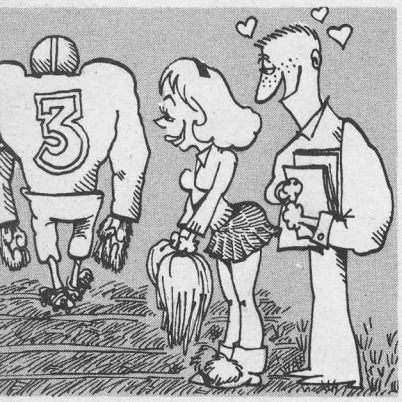


You can't watch TV until you finish all your homework . . .



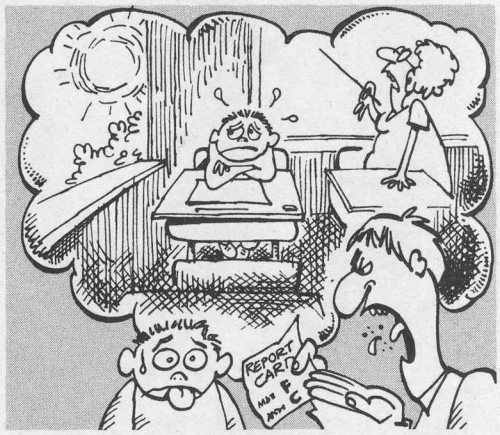

. . . but by the time you finish all your homework, your favorite shows are over.

You're given permission to have the gang over for a party, but you're not allowed to have beer . . .



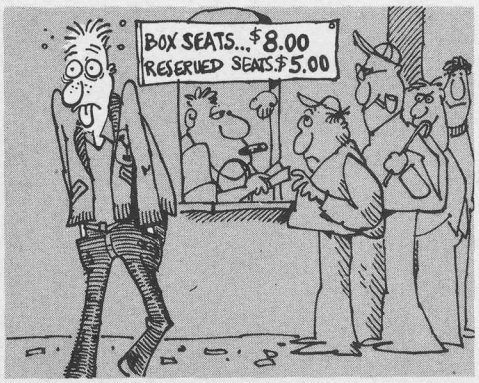

That great-looking cheerleader won't go out with you unless you're on the football team . . .

. . . but if you make the team, you have an early curfew, and she won't go out with guys who have to sign in at 11:00 o'clock.

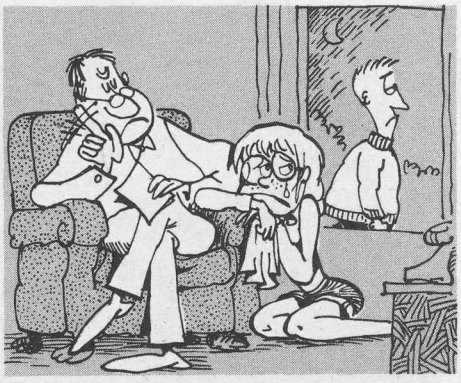



You're threatened with Summer School if you don't pass all your subjects . . .

Your favorite team signs several free agents for a couple of million bucks . . .




. . . but in order to pay for them, they raise the ticket prices, so now you can't afford to see your favorite team play.

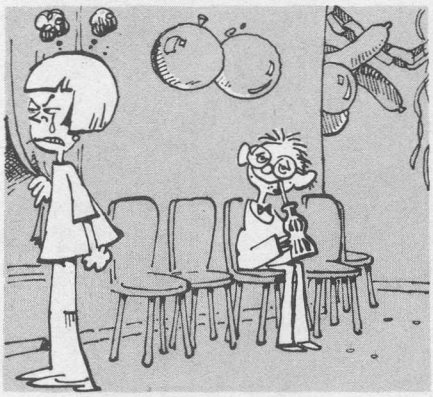


Your Dad says you can stay out as late as you want on weekends if you get straight A's . . .

hero tells his shrink that he's crazy and therefore, according to regulations, he doesn't have to fly. But there's a catch—Catch-22—which states that if you don't want to fly dangerous missions, it proves you're sane . . . and therefore, you have to keep flying! All of which is our roundabout way of introducing . . .

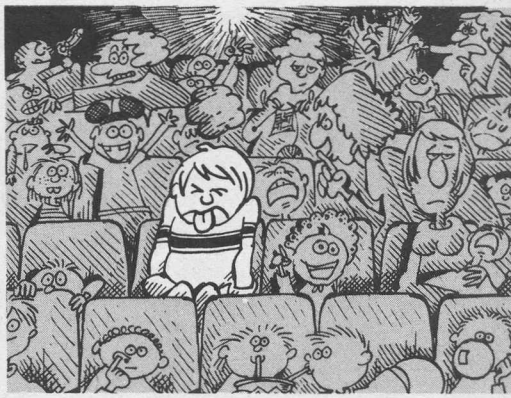
# FE "CATCH-22's"

WRITER: LOU SILVERSTONE



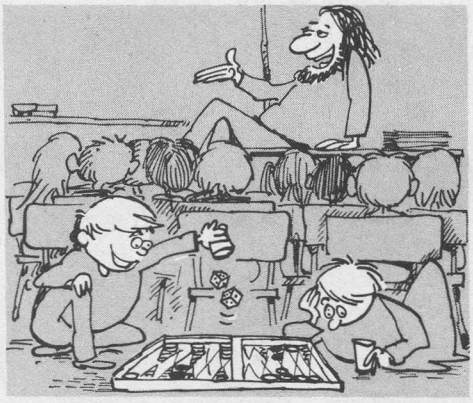
. . . and if there's no beer, the gang won't come to your party.

If you're over 12, you have to pay an adult admission price at the movies . . .

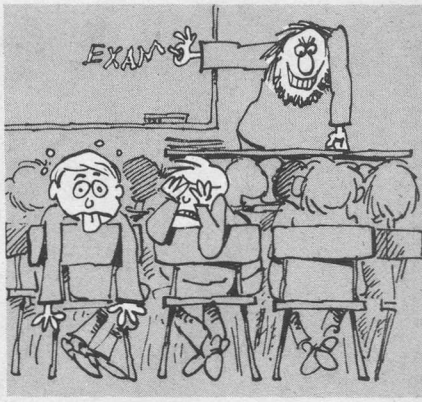


. . . but because you're under 18, you're only allowed to see boring "kid" movies.

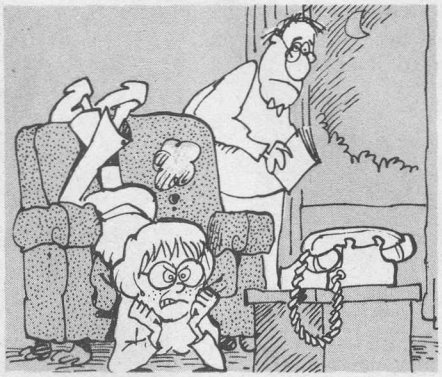
. . . but if you do pass, you'll have to go to Summer Camp . . . which is worse.



You have one of those cool teachers who doesn't take attendance, and doesn't care if you show up for his lectures or not . . .

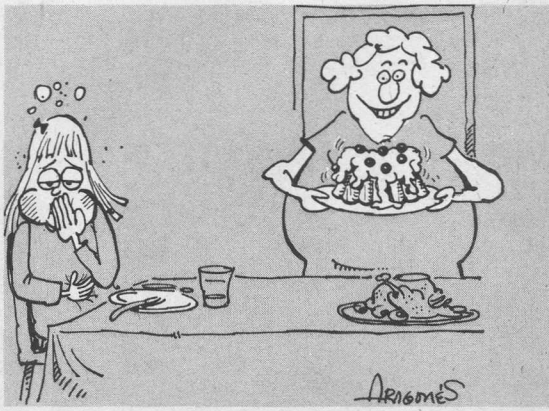



. . . but if he springs a surprise quiz on the class, and you're not there . . . you get a big fat zero.



. . . but if you get straight A's, none of the guys will ask you out because you're obviously a brain.

If you want dessert, you have to finish your broccoli first . . .




. . . but if you eat all your broccoli, you're sure to barf, and you won't want any dessert.

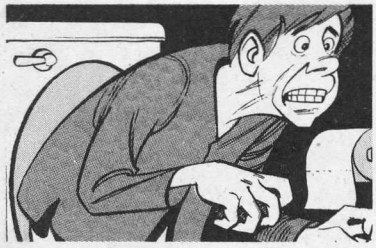
THE FAHRENHEIT OF ABSURDITY DEPT.

# A COLLECTION OF VITAL TEMP

# THE MAD THE

ARTIST: BOB CLARKE

**12°**



...is the temperature of the average toilet seat on the average Winter morning.

**95°**

...is the minimum the temperature always is when your air conditioner konks out.

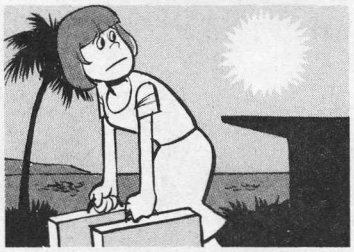
**52°**

...is how much warmer the Kiddie Wading Pool always is compared to the Adult pool.

**23.7°**

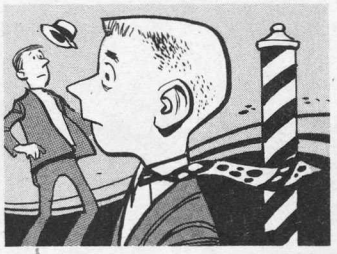
...is the difference in the temperature between your first and second slices of Pizza.

**98°**



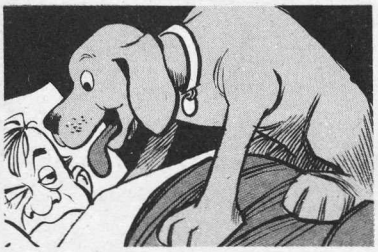
...and sunny is always the temperature the day you have to leave a vacation resort.

**27.3°**



...is how much cooler the wind against your ears feels right after a short haircut.

**110°**

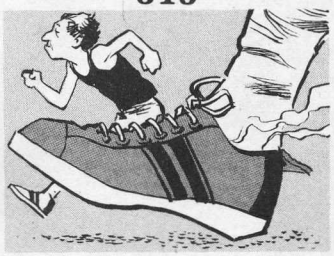


...is the temperature of your dog's breath whenever he pants over you while you're sleeping.

**38°**

...is how much colder it always is at the cemetery when you attend a funeral.

**315°**

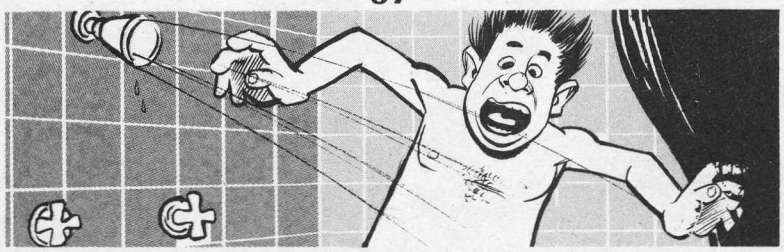


...is the temperature inside the sneakers of the winner of the annual Boston Marathon.

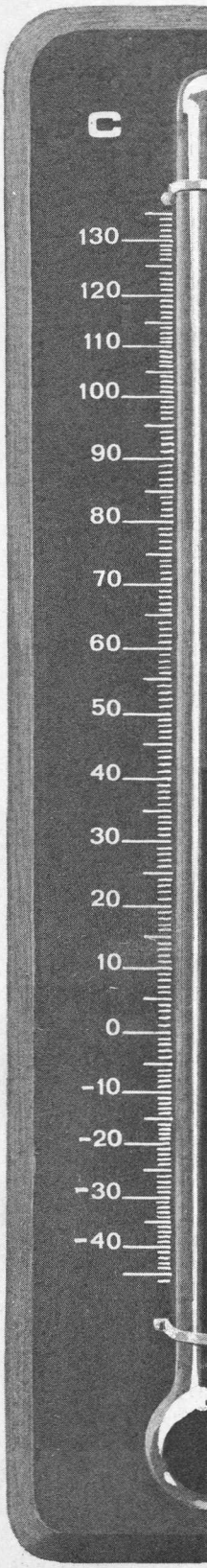
**9°**

...is the average temperature of your Doctor's stethoscope when he tries to examine you.

**57°**



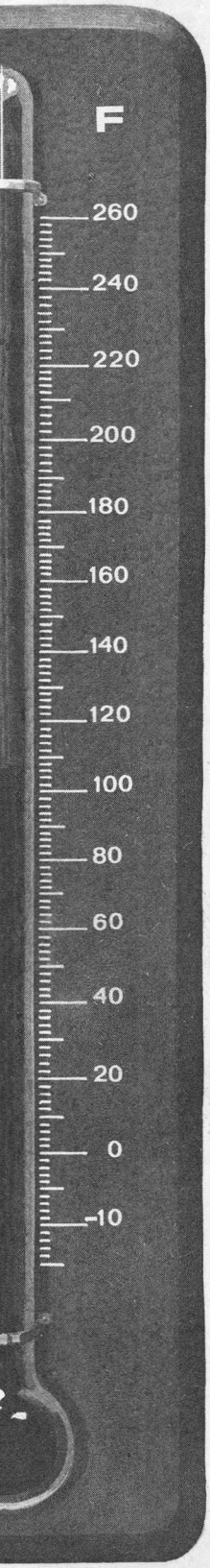
...is how much the water temperature in your shower changes in the three seconds between when you adjust it perfectly until you step into the tub under it.



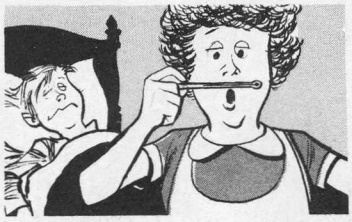
# ERATURE READINGS FOUND ON

# ERMOMETER

WRITER: JOHN FICARRA

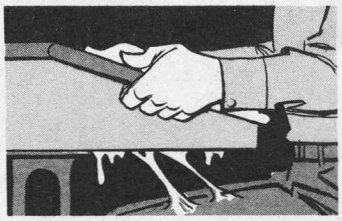



**103.7°**



...is your temperature when your Mother finally announces to the world, "I think it's time we called the Doctor!"

**75.5°**



...is the temperature when the chewing gum stuck to the bottom of your school desk starts to get yecchy again.

**104.5°**

...is the minimum the temperature must be for your Mother not to say as you go out... "Take a sweater for later on!"

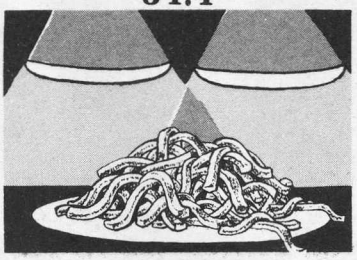
**25°**

...is how much the temperature of the food ordered in a restaurant drops from the time it leaves the kitchen until the time the waiter serves it to you.

**35°**

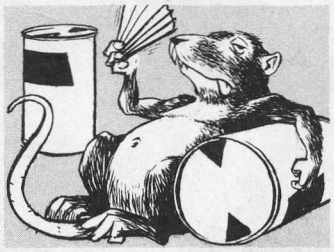
...is how much your temperature rises when a girl you want to impress tells you your fly is open.

**34.4°**



...is the hottest those artificial heating lamps will ever keep fast-food French fries.

**768°**



...is the temperature of the average tenement in the South Bronx on an average evening.

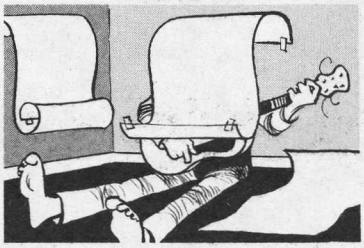
**91°**

...is how hot it has to be before Johnny Carson can do a joke about how hot it is.

**4000°**

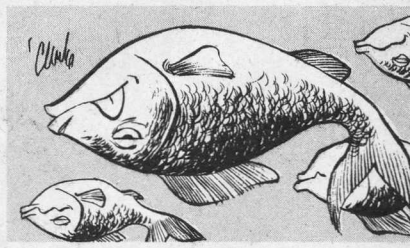
...is the temperature inside your car's overheated radiator when you take the cap off.

**92.3°**



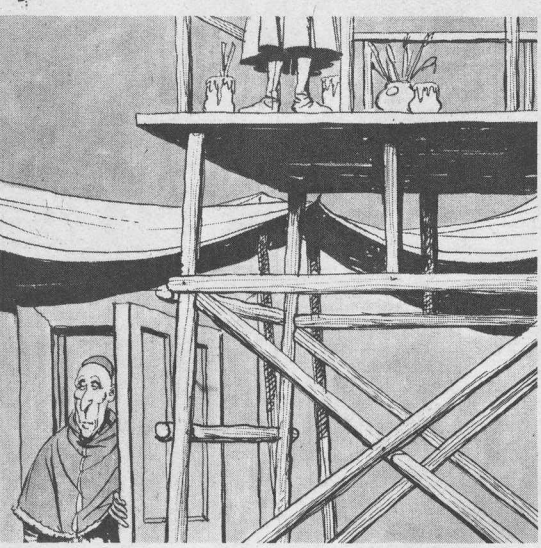
...and humid is the temperature when the tape holding up your posters gives out.

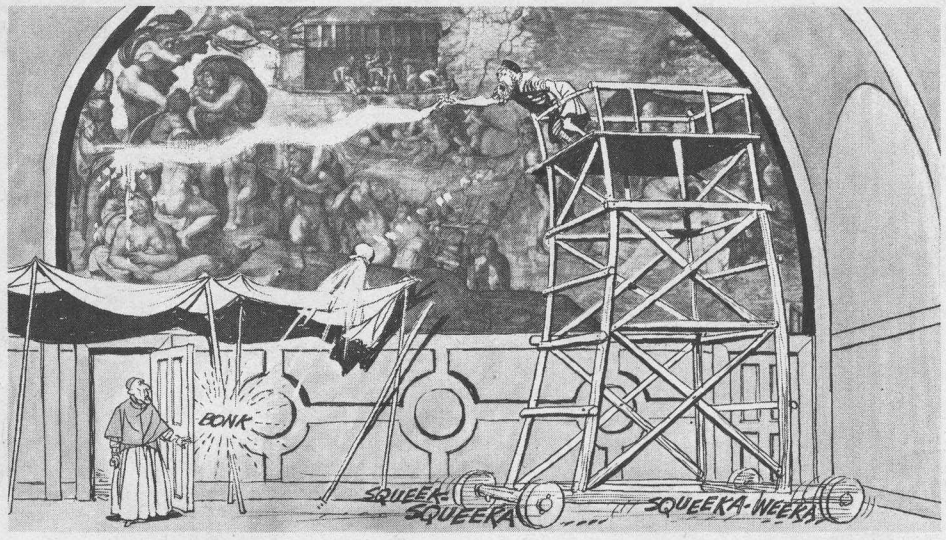
**212°**



...was the temperature in your fish tank the night the electric heater went haywire.

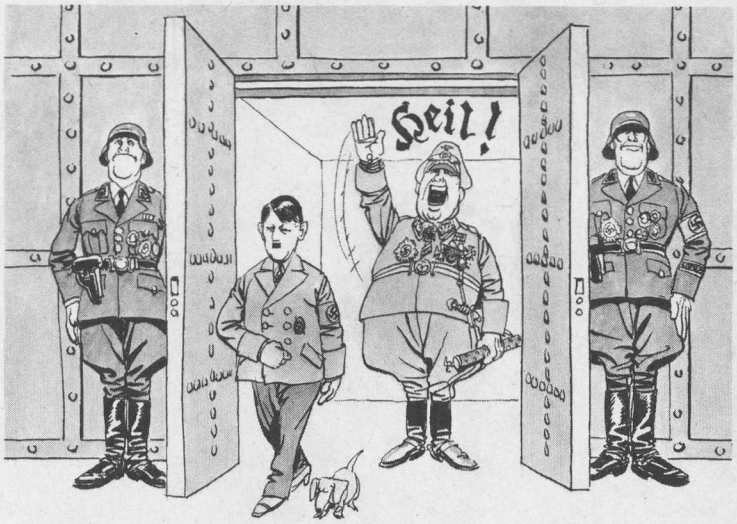
# A MAD LOO



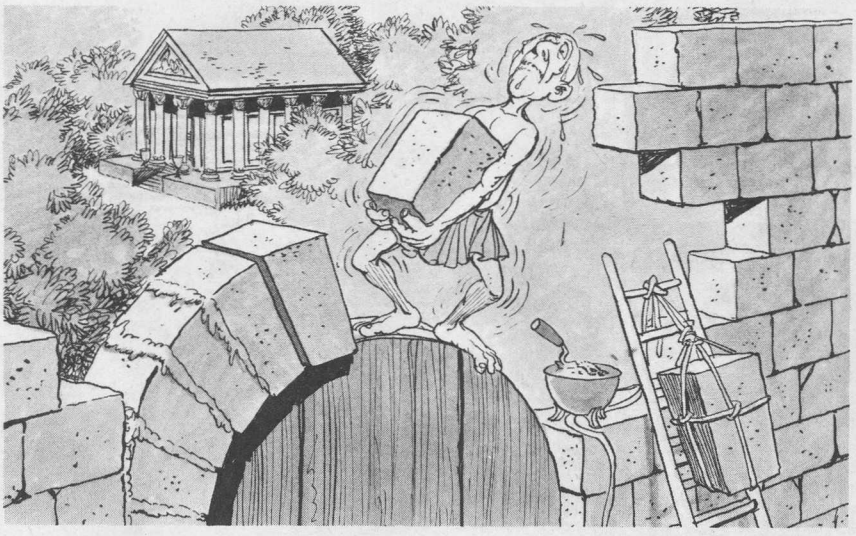


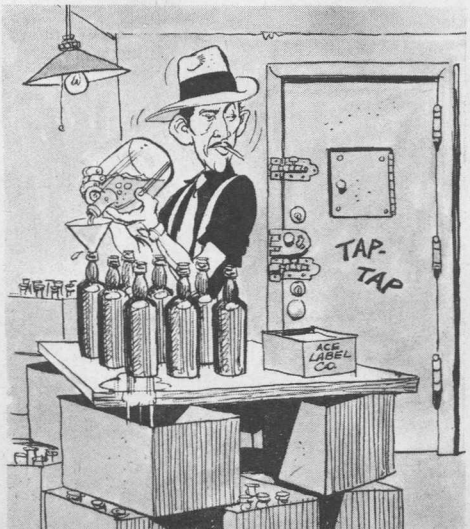

ARTIST: GEORGE WOODBRIDGE

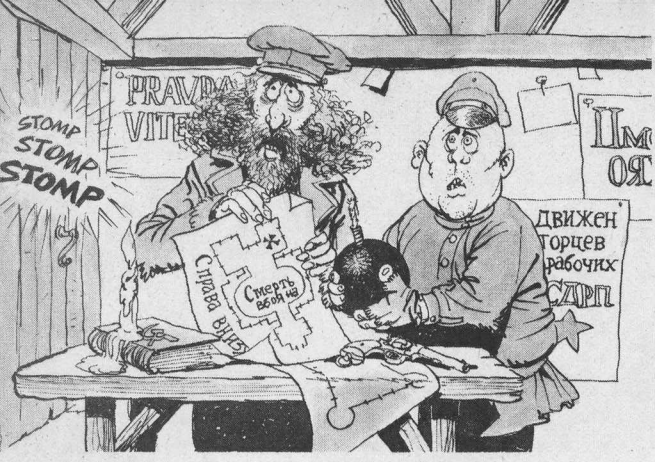
# K AT DOORS

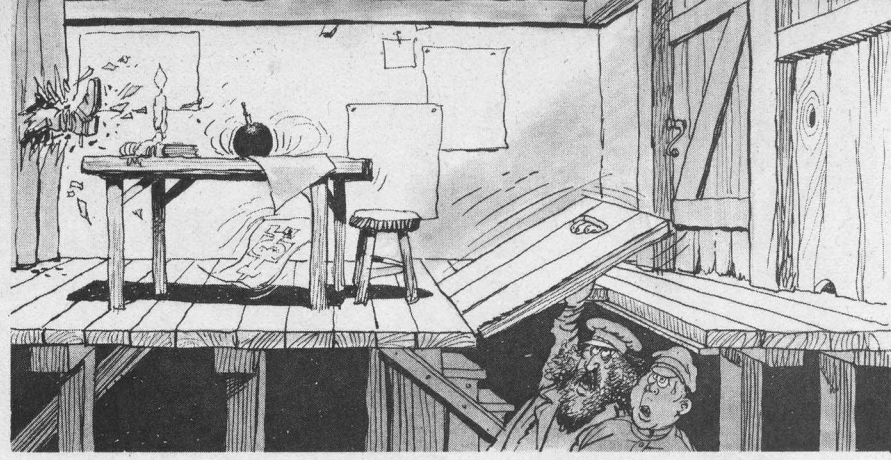


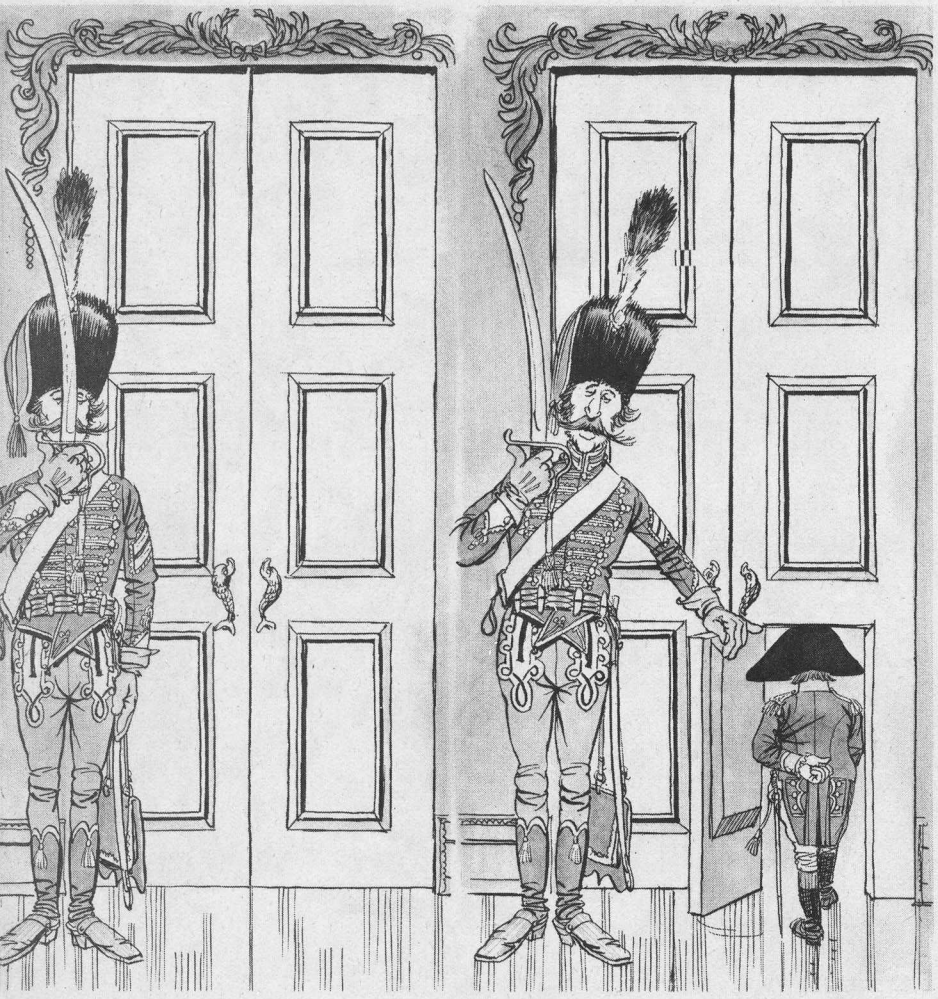
WRITER: PAUL PETER PORGES

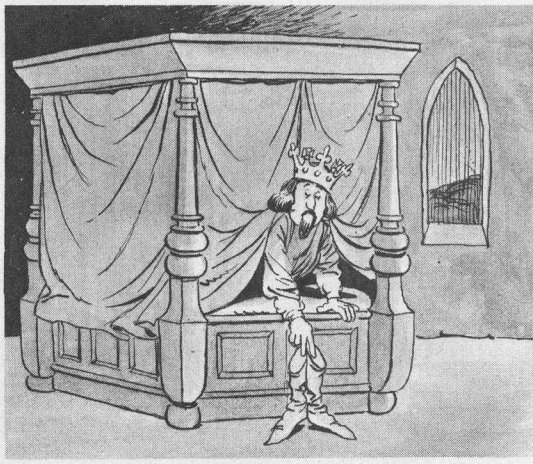


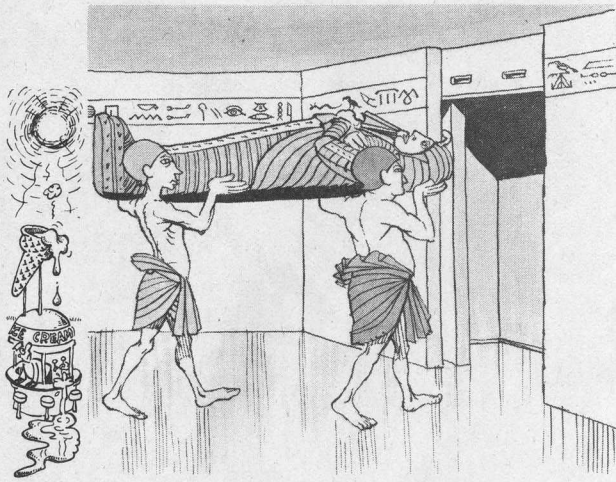


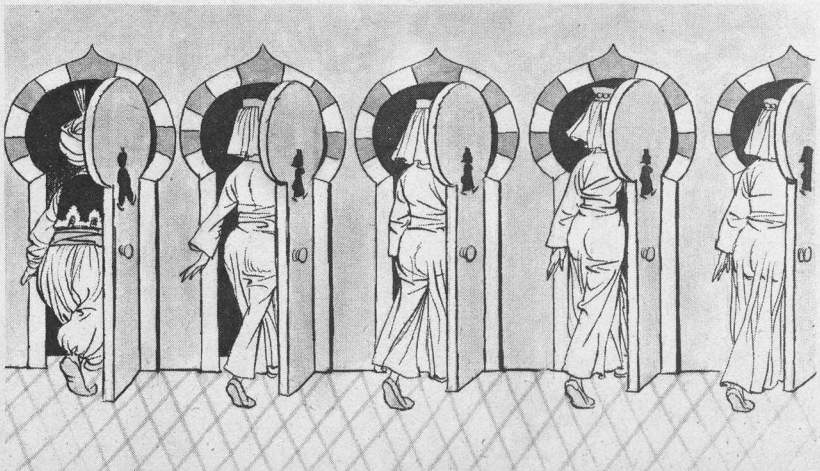

STOMP
STOMP
STOMP
PRAVDA
VITE
Слава вышн
Смерть всем нам
ДВИЖЕН
ГОРЦЕВ
РАБОЧИХ
СДРП











DOWN, PRINTS! DEPT.

# A MAD COLLECTION OF SOME VERY RARE FAMOU ALBUM

ARTIST: HARRY NORTH, ESQ.

JOHN WAYNE TAKES HIS VERY FIRST PONY RIDE

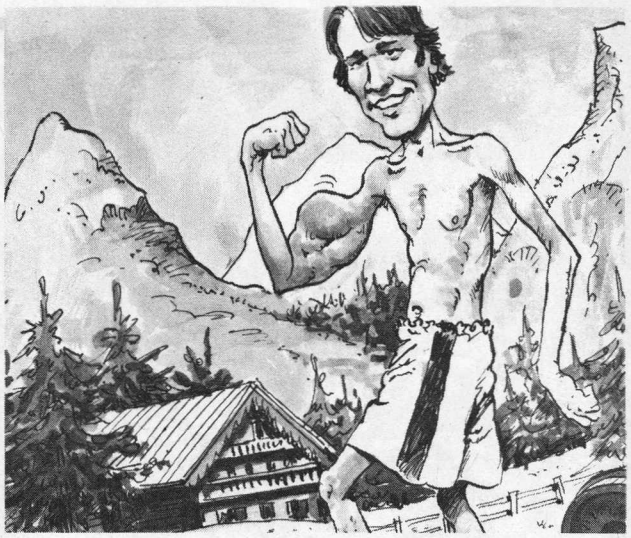
BARBRA STREISAND BOBS FOR APPLES AT A HALLOWEEN PARTY

YOUNG JACQUES COUSTEAU'S FIRST TIME AT THE SEA SHORE

IDI AMIN DADA AND HIS KINDERGARTEN PLAYMATES

# S FAMILY REJECTS

WRITER: PAUL PETER PORGES



ARNOLD SCHWARTZENEGGER SHOWS OFF FIRST RESULTS OF PUMPING IRON

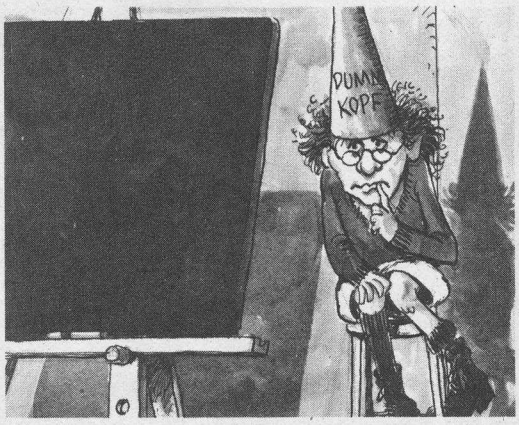
WOODY ALLEN WITH HIS PROM DATE

KAREE M ABDUL-JABBAR TAKES HIS FIRST BABY STEPS

EARLIEST FARRAH-FAWCETT MAJORS EXPLOITATION SHOT

TELLY SAVALAS, AFTER GETTING HIS FIRST HAIRCUT

JULIA CHILD SERVES MUD PIES TO HER COUSIN




ALBERT EINSTEIN ON HIS USUAL SEAT IN FIRST GRADE

BERT LANCE WITH THE BEGINNINGS OF HIS BANK COLLECTION

CHRISTMAS MORNING WITH RALPH NADER AND HIS PARENTS

HENRY KISSINGER MAKING HIS BAR MITZVAH SPEECH

CLASS STRUGGLE DEPT.

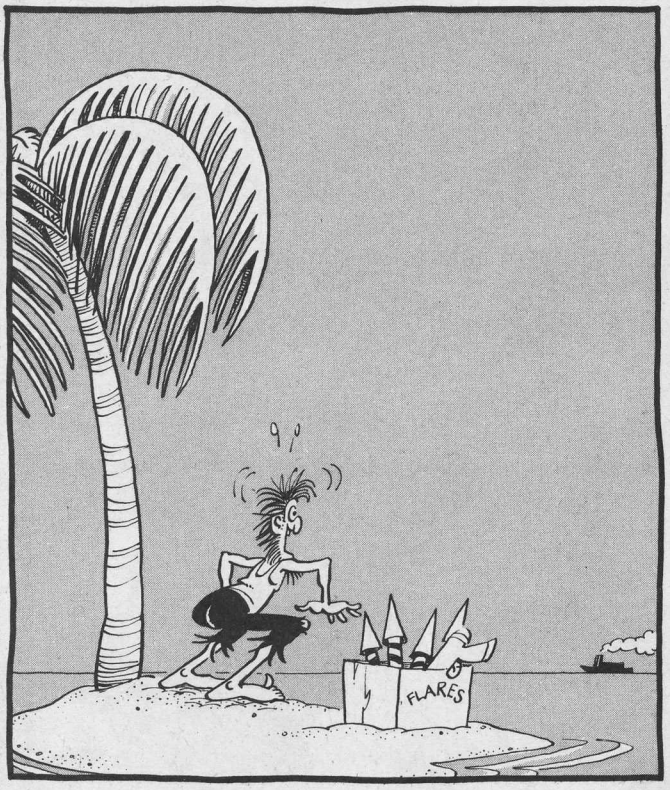
# A MAD LOOK AT A MODERN HIGH SCHOOL

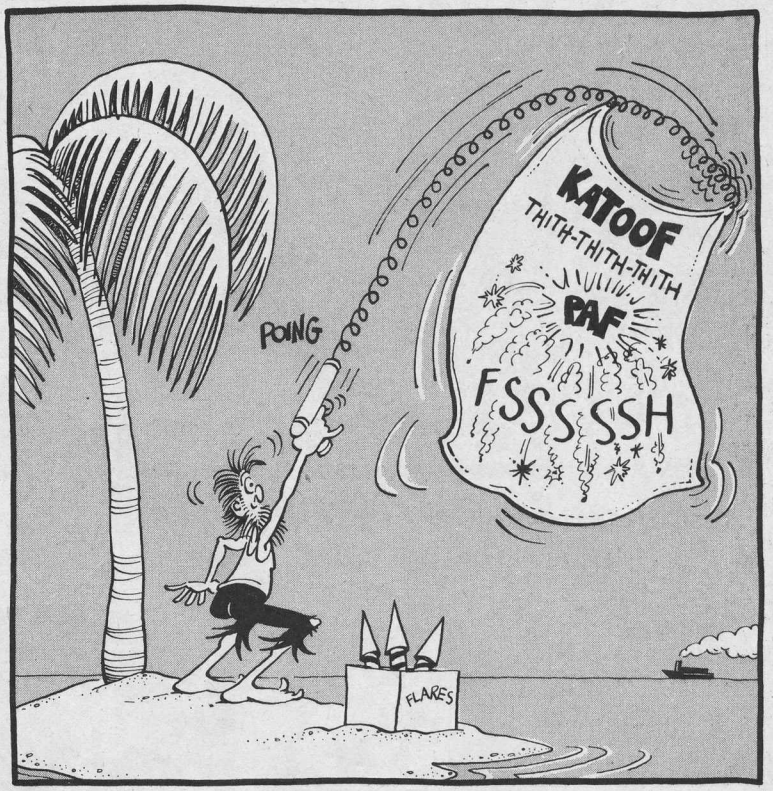
ARTIST: JACK DAVIS WRITER: LOU SILVERSTONE

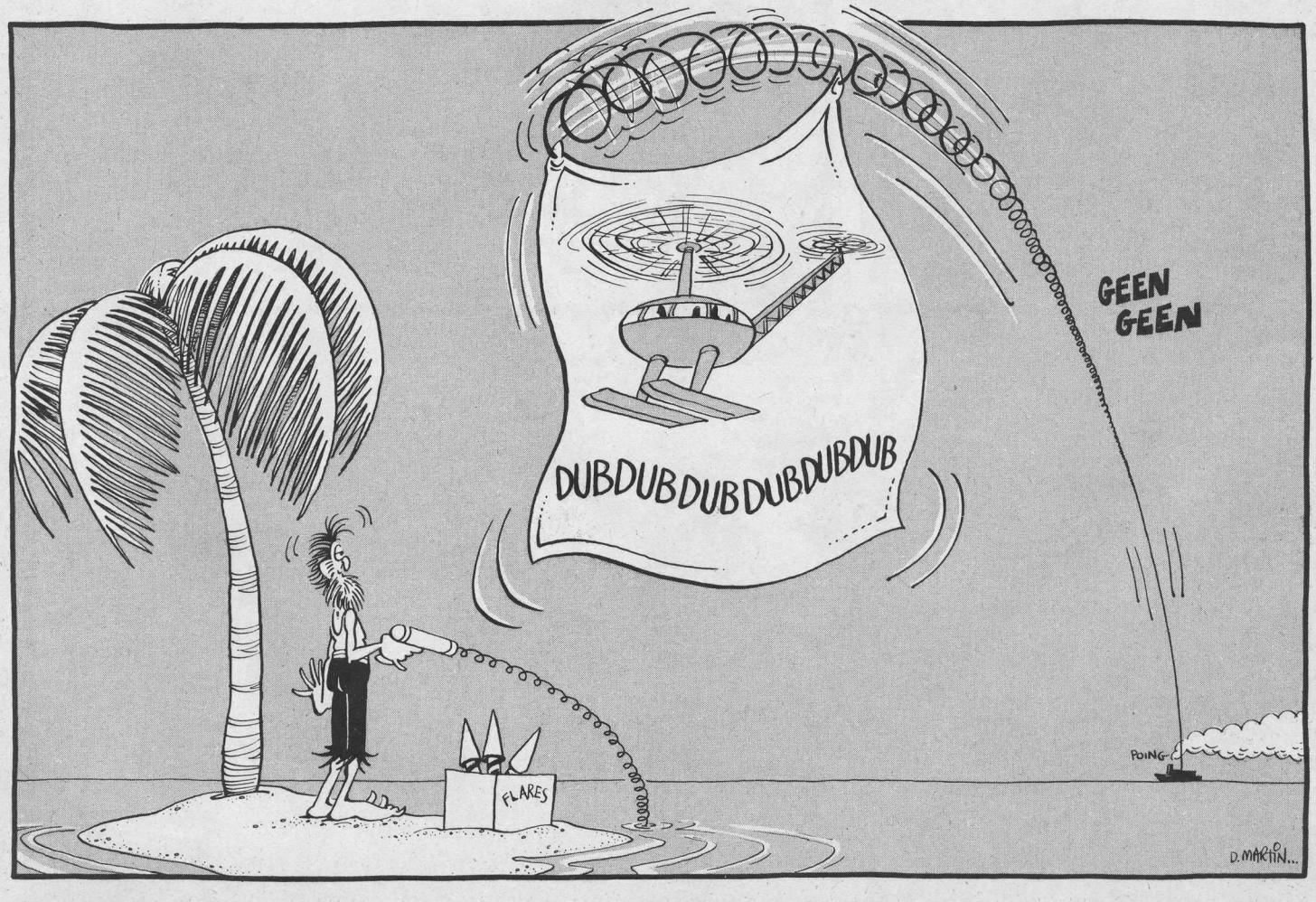
Hey, Man! How come you don't wear a school jacket! You should be proud! We're UNDEFEATED!
WHAT undefeated?! That dummy Basketball Team hasn't won a game yet!
Yeah . . . but we're undefeated in the "After Game Riots"!
This "Integration" is strictly a downer! I gotta get up an hour earlier . . . get bused clear across town . . . and all the dudes in my classes are Black! Like, the only White guy I see is the Basketball Coach!!
Have a beer!
No. I'm afraid!
You're too chicken to drink beer?!?
It's not that! If I drink beer, I'll have to go to the John! And in this school, that's ONE place I'm afraid to go!!
Man, I sure wish we were allowed to pray in school!
I thought you were an atheist!
There are no atheists during finals!
GRADE BOOK
PLAYBOY
El Burro
Do you realize how much this computer cost the taxpayers . . . and you kids hardly touch it!!
That thing is a ripoff, Teach!
Yeah! It can't even pick four winners for us in the weekly Football Pool!
I don't quite understand it, but you've been accepted by the State University! However, you'll have to take Remedial Reading, Remedial English and Remedial Math! Do you have any idea what you want to be . . . ?
Yeah . . . a Remedial Doctor!
STUDENT COUNCILER

Of course, I believe in the First Amendment! But the answer is still "No!" The Cheering Section cannot spell out "EAST SIDE HIGH SUCKS"!!
Man, I hate these co-ed Phys. Ed. classes!
Are you off your bird? Don't you dig chicks in shorts?
Yeah, but it's ruining my cool image, getting beat in Volley Ball by a bunch of girls!
I've got some good news and some bad news! First, the good news! Some of the students actually used the new set of Encyclopedias today!
That's splendid! Now . . . what's the bad news . . . ?
Seven volumes are missing!
QUIET
I must say, I'm surprised! You, the Class President . . . cheating!
Man, how do you think I got elected President?!
What did your Mother say when you didn't come home all night?
She didn't say anything! She was away for the weekend with her boyfriend!
Boy, you're lucky! I wish MY parents were divorced!
We have got to do something about all this "CUTTING"!!
But students have always cut classes!
Who's talking about students!? I mean the TEACHERS!!

# ANOTHER DAY ON A DESERT ISLAND



PERPLEXI-TEASE DEPT.

# SOME MAD THINGS WE'LL NEVER UNDER-STAND

ARTIST: JACK RICKARD
WRITER: STAN HART

## WE'LL NEVER UNDERSTAND WHY...

. . . the State pays $15,000 a year to feed, clothe and house a criminal . . .

while the victim's family gets nothing.

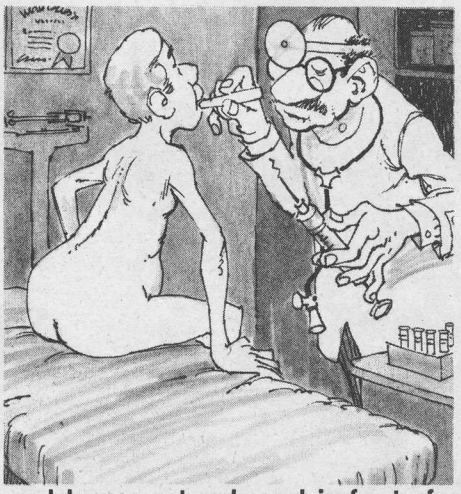
## WE'LL NEVER UNDERSTAND WHY...

. . . you leave a measly quarter tip for the waiter in a luncheonette . . .

who makes as many trips as the waiter in a fancy restaurant you tip two bucks.

## WE'LL NEVER UNDERSTAND WHY...

. . . a man can get undressed in front of his wife, and not be embarrassed . . .



and he can get undressed in front of his doctor. and not be embarrassed . . .

but he'll be embarrassed when he gets undressed in front of both of them.

## WE'LL NEVER UNDERSTAND WHY...

. . . no matter what city or town you're driving in when you stop for a light . . .

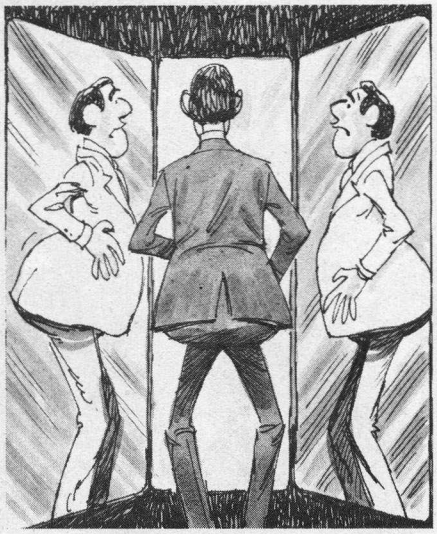
. . . the guy in the next car is always picking his nose.

## WE'LL NEVER UNDERSTAND WHY. .

. . . the doctor's nurse will give you a specific time for an appointment . . .

## WE'LL NEVER UNDERSTAND WHY...

. . . you look okay in a regular mirror . . .



but you look like hell in a 3-way mirror.

## WE'LL NEVER UNDERSTAND WHY. .

. . . important letters get lost . . .

## WE'LL NEVER UNDERSTAND WHY...

. . . people who complain about the commercialization of everything . . .

will wear fun tee shirts with commercial messages on them.

## WE'LL NEVER UNDERSTAND WHY. .

. . . someone who works hard to become a famous celebrity and be recognized . . .

## WE'LL NEVER UNDERSTAND WHY...

but when you show up on time, there are always four or five people ahead of you.

. . . dog and cat lovers hate the killing of unwanted animals . . .

yet let their dogs and cats run free to make all those unwanted animals.

## WE'LL NEVER UNDERSTAND WHY...

while junk mail never does.

. . . you want your best friend to succeed . . .

. . . but when he does, you feel depressed.

## WE'LL NEVER UNDERSTAND WHY...

complains bitterly, when she finally makes it, that she has no privacy.

. . . the U.S. Government permits the sale of arms to other countries . . .

then sends emissaries all over the world to try and stop the fighting.

**BUCK SHOT DEPT.**

Hey, big spender! Do you really know where every penny of your hard-earned (or conned, in the case of a weekly allowance) buck goes? Of course not! So pay attention! We're gonna show you! And if you think *Economics* was dull, wait till you start reading—

# WHERE Y

## WHERE YOUR ENTERTAINMENT DOL

**MOVIES**

**19¢**

Consisting of: 5¢ to the theater owner (which would be more if he provided a place to stand that wasn't out in the rain, or had his theater cleaned once a month); 10¢ to stars and studios (to help recoup investments in past bombs); 4¢ to the stars' agents (for no reason any grown-up person can understand).

**POPCORN**

**8¢**

Although Popcorn should be classified as a "food" instead of entertainment, it qualifies because of the fun you have trying to get the smell of rancid butter off your hands and lips for the next six days!

**DRIVE-IN MOVIES**

**6¢**

This includes the bill from the owner for the speaker you ripped off when you forgot to remove it as you drove away!

**BOOKS**

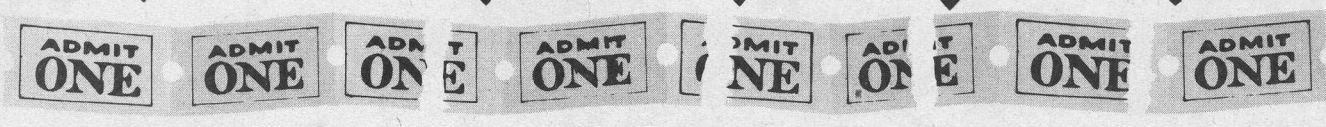
**8¢**

This amount applies to "books bought," not "books read." For "books read" the amount is about 2¢!

**MAGAZINES**

**9¢**

This amount applies to "magazines bought," not "magazines read." For "magazines read," the amount is 21¢, if you can tolerate the store owner shouting, "This ain't a library!"




## WHERE YOUR SHELTER DOLLAR GO

**MORTGAGE PAYMENTS**

**12¢**

When you pay off the mortgage in 30 years, the house will be all yours—but it'll only be worth half what you put into it because no one will want a run-down old house!

**TAXES**

**7¢**

Your tax money pays for Fire, Police and Sanitation services! It also pays for Congressmen's sex services!

**TELEPHONE**

**9¢**

The family's teenagers are responsible for most of this cost! And the cost skyrockets even higher when they have to stay home from school because "their throats hurt them"!

**HOUSE REPAIRS**

**8¢**

It is well worth getting someone to do the house repair jobs! If family members attempt to do them, add 24¢ for doctor bills!

**CLEANING**

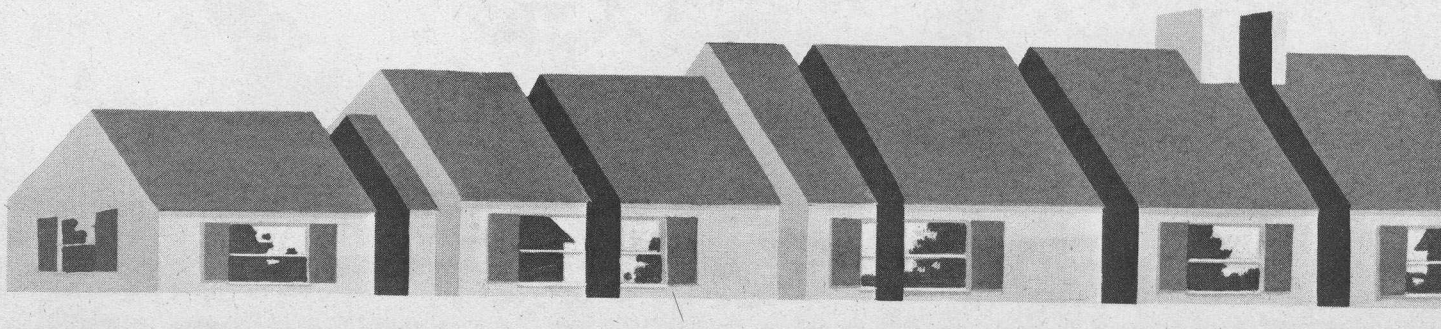
**9¢**

A kid's room must be cleaned at least once a week so the parents can find valuables in the pile of clothes on the floor . . . namely their kid!

**AIR CONDITIONING**

**8¢**

This isn't electric air conditioning . . . but "incense" air conditioning, so the parents can't tell what the kids have been smoking in their rooms!



# OUR DOLLAR GOES

ARTIST: BOB CLARKE WRITER: STAN HART

## LAR GOES

**BOWLING**
**10c**
Despite the popular misconception that today's kids just hang around bowling alleys and get into trouble, they also bowl . . . and get into trouble!

**BOWLING MEDICAL COSTS**
**12c**
This covers the costs of back doctors or hernia operations when you try to impress a girlfriend how fast you can throw a ball—or try to impress a boyfriend that you're a real "regular fellow"!

**ROCK CONCERTS**
**9c**
This may seem high until you realize that the cost of a Rock Concert also covers the performer's bills from his ear doctor and his legal fees from his battle with the U.S. Immigration Department.

**REFRESHMENT AT ROCK CONCERTS**
**6c**
This is optional! You need not buy your own refreshments! Just take a deep breath and you can cash in on everyone else's refreshments!

**GETTING OUT OF JAIL**
**5c**
Obviously, Rock fans aren't the only ones who attend Rock Concerts!

**AMUSEMENT PARKS**
**8c**
This includes admissions to rides, and the cleaning bill . . . after you vomit all over yourself on the Rollar Coaster!

ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE · ADMIT ONE

## ES

**ELECTRICITY**
**7c**
This may seem high, but how are the kids expected to see well at Noon unless all the lights in the house are on?!

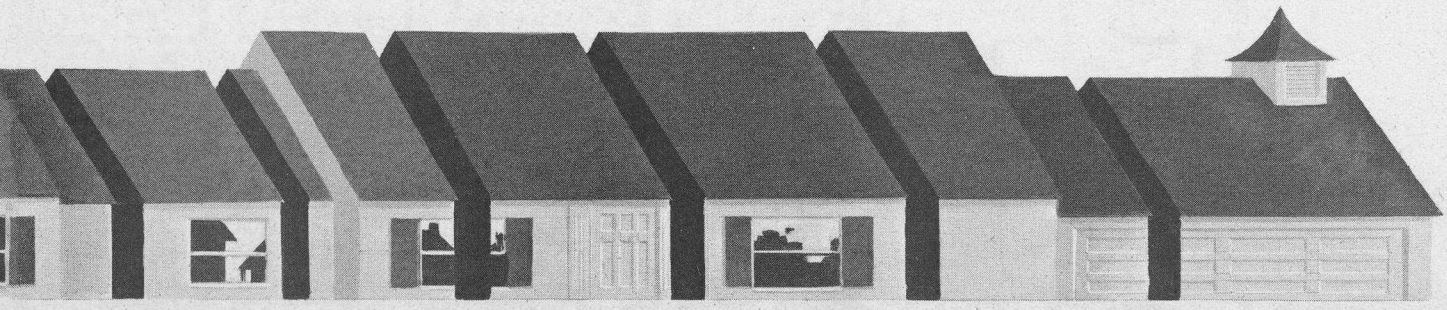
**PLUMBING REPAIRS**
**6c**
Results from kids trying to learn if their Snoopy dolls can shoot the rapids in the toilet bowl!

**TELEVISION REPAIRS**
**8c**
When these are necessary, the Mother . . . who watches TV all day long . . . blames the kids . . . who watch it all night long!

**UPHOLSTERY REPAIRS**
**9c**
. . . to cover holes burned in sofa while the kids are smashed on cheap wine! Also to cover holes burned in sofa while the parents are smashed on expensive wine!

**DISHWASHER REPAIRS**
**8c**
This occurs often, like when the parents return from a week-end vacation to find the dishes piled up in the sink to the ceiling, and they figure the dishwasher must be broken, only it isn't!

**INSURANCE**
**9c**
This is needless and costly expense! In most American homes, everyone would be happier if the damn things burned down and each family member was free to run away and be by himself anyway!



# WHERE YOUR MEDICAL DOLLAR G

**OFFICE**
**8c**
Includes cost of occasionally re-upholstering the 35-year-old sofa and cleaning the carpet once every seventeen years!

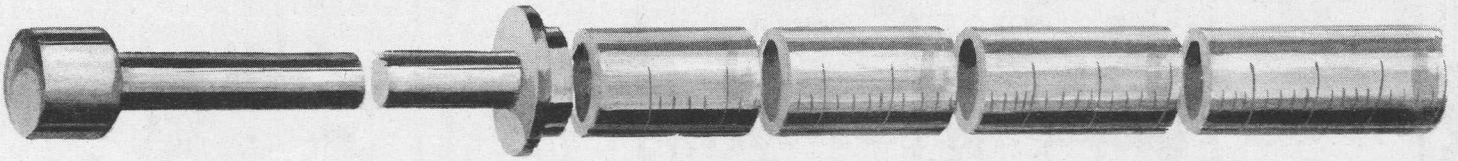
**RECEPTIONIST**
**9c**
A high priced job—only for qualified person with special talent for booking three, four or more patients for the same exact time!

**NURSE**
**8c**
Includes cost of special brush-up training course on how NOT to find a vein with an old, dull hypodermic needle!

**EQUIPMENT**
**6c**
This would be much higher if only the doctor could bring himself to discard those old hypodermic needles!

**ANSWERING SERVICE**
**8c**
Includes the cost of the hypnotist who wipes out the Answering Service operator's memory for names, dates places and facts!

**MALPRACTICE INSURANCE**
**12c**
Insurance companies are bloodsuckers, charging so much! Then again, they wouldn't have to charge so much if doctors didn't screw up so badly and lose malpractice cases!



# WHERE YOUR FOOD DOLLAR

**FARMER**
**7c**
. . . which is plenty for someone who just plays around in dirt all day long!

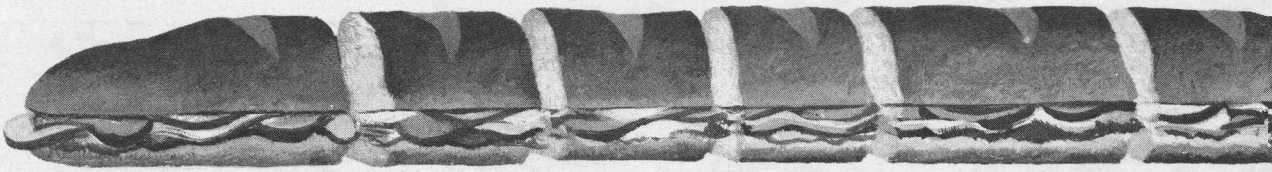
**ADDITIVES**
**5c**
The stuff that makes your food look great and your X-ray look awful!

**LEGAL COSTS**
**8c**
To fight the Food and Drug Administration over the use of all those harmful additives!

**PACKAGING**
**9c**
. . . including high-priced Designers and expensive—but useless—packaging materials!

**ADVERTISING**
**14c**
You love your TV shows? Guess who pays for them! That's okay with you? Now guess who pays for the ones you hate as well!

**LEGAL COSTS**
**7c**
To fight the Federal Trade Commission over false and misleading advertising claims



# WHERE YOUR TRANSPORTATION D

**CAR PAYMENTS**
**12c**
The easy way to buy a car! Only trouble is, by the time you finish paying the car off, it's ready for the junk yard!

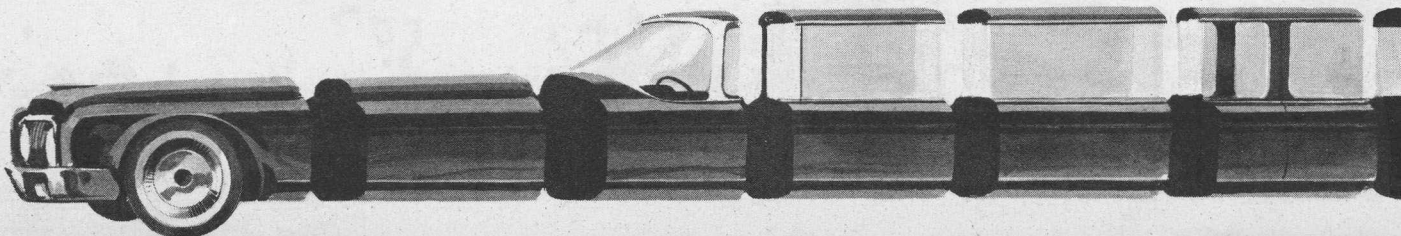
**GAS AND OIL**
**7c**
This item could be reduced a lot if you could just find a girlfriend that lives at the bottom of a hill!

**REPAIRS**
**10c**
This figure includes 4¢ for initial repair and 6¢ for taking it to another mechanic to undo the job done by the first butcher!

**OVERSIZED TIRES**
**9c**
If you drive on these "conventional" tires, all your friends will laugh at you! It's a small price to pay to avoid humiliation!

**TRAFFIC TICKETS**
**8c**
It takes a while to find out that all those posted speed limit signs aren't just roadside eye charts!

**CLEANING**
**7c**
For getting them ground-in pizza, hamburger, taco and ice cream stains out of the upholstery!



# OES

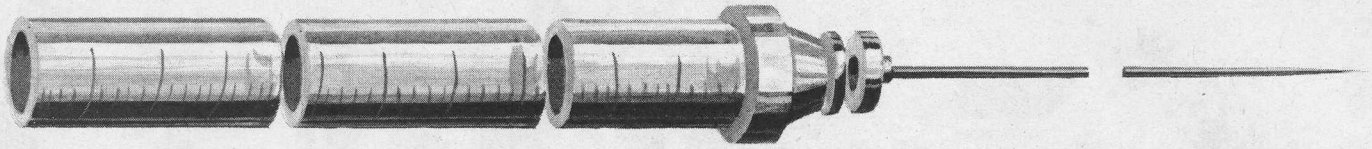
**MEDICAL CONVENTIONS**
**9c**
Important for meeting other doctors to exchange information on fee-splitting! Also, for doing research on hanky panky while the wives aren't looking!

**CONSULTATIONS**
**10c**
When a doctor doesn't know what he's doing, he calls in another doctor for a consultation! So why not go to the second doctor in the first place?!? Who says HE knows what he's doing?!

**COVERAGE WHILE ON VACATION**
**9c**
This may seem like a low amount, but then, how much does a kid just out of Medical School get? And then again, how much does he know?!

**RECREATION**
**11c**
You wouldn't want your doctor to be "All work and no play!" would you? Three days in the office and four days at "The Club" is about average for most M.D.'s!

**CONTRIBUTIONS TO THE A.M.A.**
**10c**
. . . to help support a lobby in Washington fighting any National Health Plan that might assure good treatment for all, regardless of their ability to pay!



# GOES

**TRUCKING**
**6c**
Someone has to pay for the trucks that clog our highways and jam up our streets!

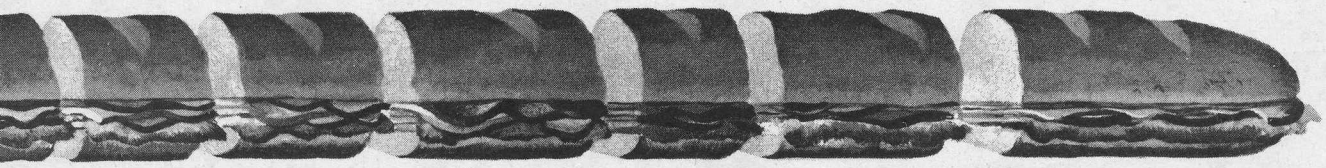
**TEAMSTERS PENSION FUND**
**7c**
Did you ever see an OLD Truck Driver? Listen . . . he deserves to live it up a little, too!

**OFFICIALS OF TEAMSTERS PENSION FUND**
**11c**
Did you ever see an OLD Teamster Official? Of course not! They're all behind the walls of their mansions, or behind the curtains of their Rolls Royces!

**SUPERMARKET PROFITS**
**5c**
. . . Modest enough . . . considering they make high-speed shopping so convenient!

**SUPERMARKET PROFITS**
**9c**
The amount those Supermarkets cheat you out of with their efficient, high-speed checkouts! Not so modest!

**MISCELLANEOUS**
**12c**
That junk food—Meetos, Greetos, Bing Bongs, Wing Wangs—that just sit there rotting on your shelves, but which you buy over and over and over again!



# OLLAR GOES

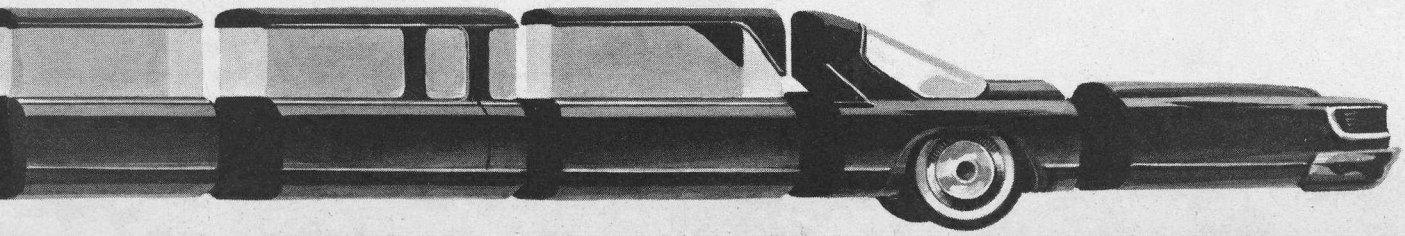
**INSURANCE**
**9c**
Rates may be higher if you are (a) man under 25 (b) a woman under 25 (c) neither of the above or (d) all of the above!

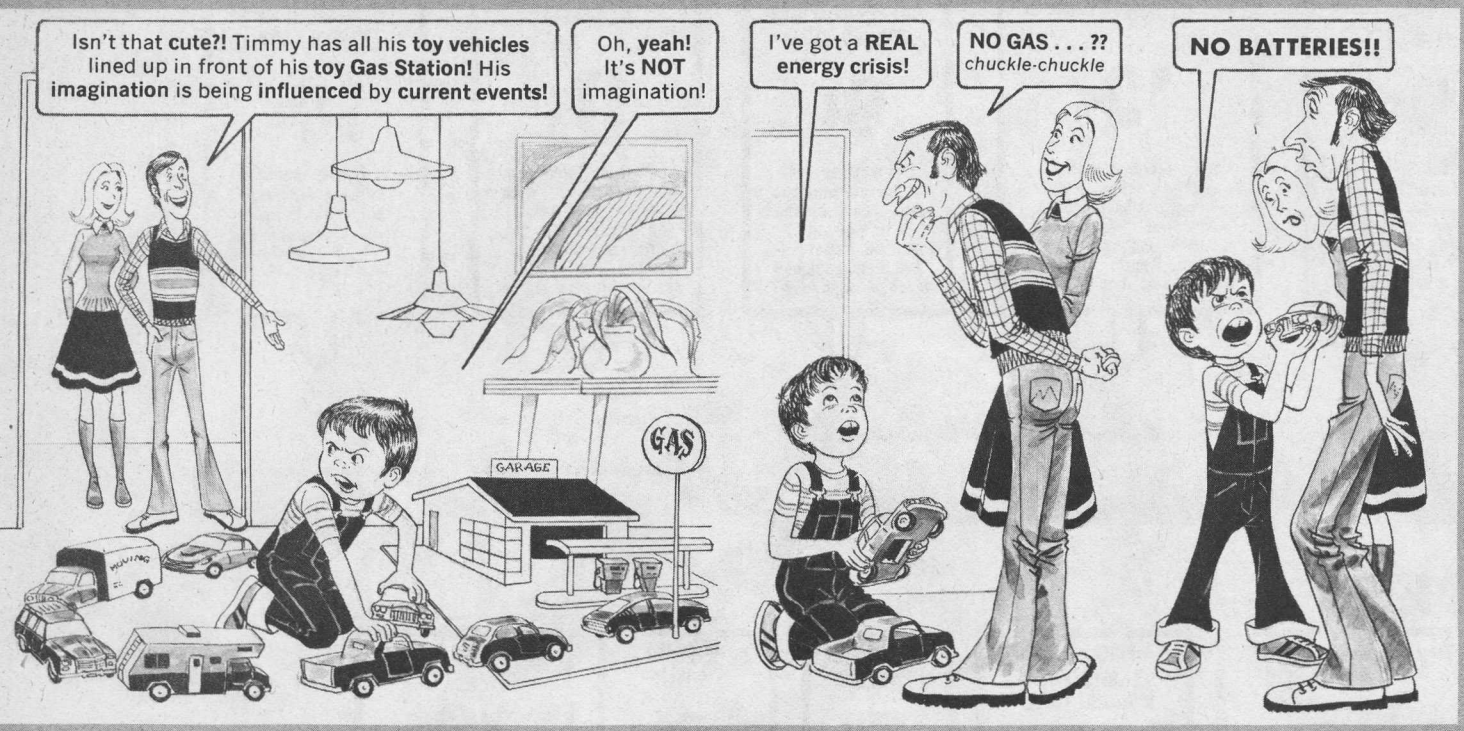
**CASSETTE TAPES**
**10c**
A sound investment! You can play The Led Zepelin so loud, you won't hear your parents complain about your driving when you give them a lift!

**NEW PAINT JOB**
**8c**
If you do the job yourself, add 12¢, since you'll give up halfway through and take it to Earl Scheib, who'll charge you extra for getting off the paint you put on!

**BUS FARES**
**7c**
An item that must be shown, even though no teenager will ever admit having taken a bus!

**COST OF GETTING EXACT CHANGE**
**13c**
To get on a bus, you need the exact change! So you have to buy a candy bar or a magazine! That averages out to the above amount per transportation dollar!





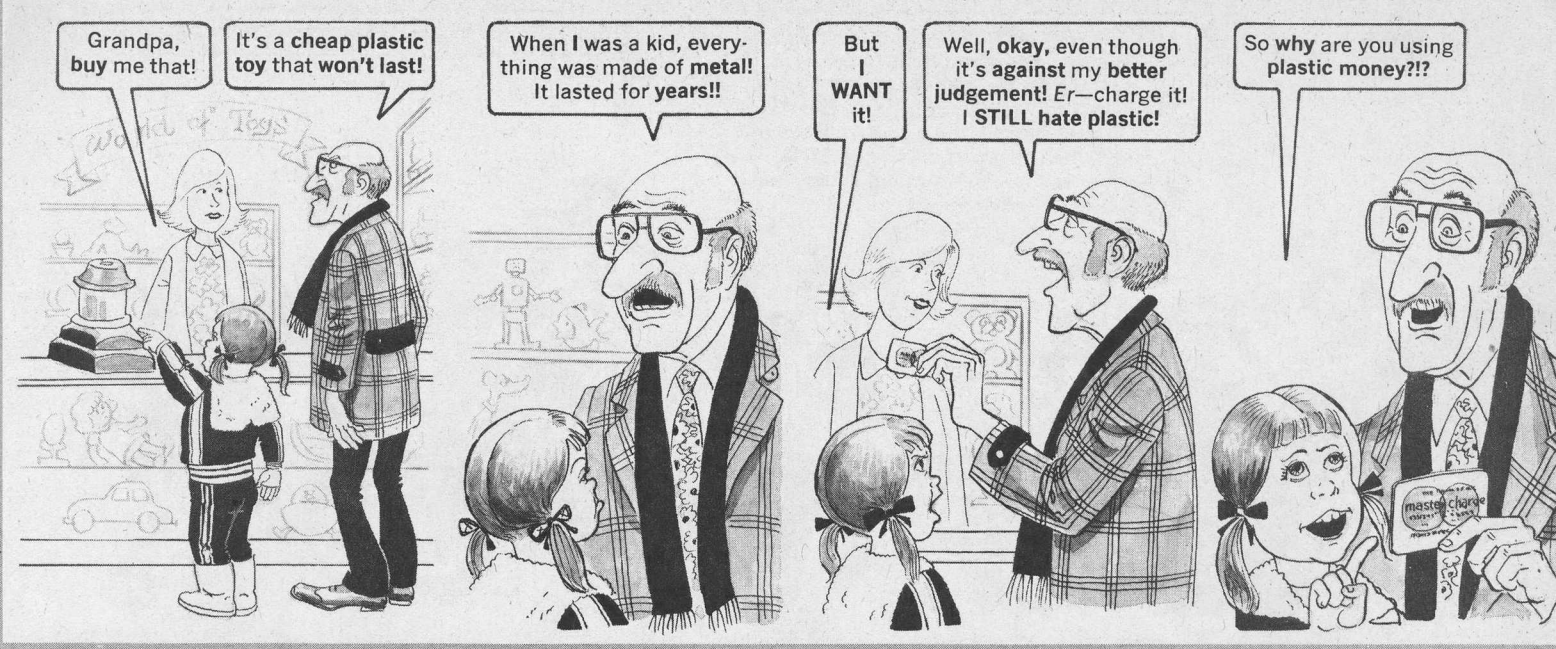

BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

# TOYS

ARTIST & WRITER: DAVE BERG

Oh, boy . . . I love ridin' on these little hot cycles!! I love makin' believe I'm a good guy Motorcycle Cop, chasin' after the bad guys!
CLACKITY CLACK
I love makin' believe I'm a Jet Pilot, breakin' the sound barrier!
CLACKITY CLACK
I love makin' believe I'm a Space Cadet, shootin' down Darth Vader!
CLACKITY CLACK
I just love makin' lots of NOISE!!
CLACKITY CLACK
Hello, Doctor? This is Mary Lou Jenks! My Dolly isn't feeling very well!
What seems to be the trouble?
DOCTORS KIT
I think she has a fever and a bad tummy ache!
Give her two aspirins and call me in the morning!
But she's upchucking all over the doll house, Doctor! Could you come right over?
Sorry . . .
I don't make Doll House calls!
Package for Jimmy Kaputnik!
For ME?! Oh, boy!!
Oh dear! It's damaged . . .!!
WAA!
What are you crying about?
The Delivery Man broke my toy . . .
. . . before I could!!


Grandpa, buy me that!
It's a cheap plastic toy that won't last!
When I was a kid, everything was made of metal! It lasted for years!!
But I WANT it!
Well, okay, even though it's against my better judgement! Er—charge it! I STILL hate plastic!
So why are you using plastic money?!?
master charge

How nice! Another article of clothing!
What's nice about it!? All I got for Christmas was lots of clothes . . . and one lousy dart gun!
Clothes are actually very practical gifts! Make the most of them!
Don't worry! I will!
BANG! BANG! BANG!

Look, Daddy . . . a "Star Wars" set! It's got a Tie Fighter, a Land-Speeder Rocket, and X-Wing Fighter, a Laser Rifle, R2D2, C-3PO, a Light Saber . . . and everything! Can I have it, Daddy? Can I . . . ??
It's pretty expensive! I don't know if it will fit into our budget . . .
Huh, Daddy? Can I have it? Can I??
I'll let you know in a minute!!
I ask him a big important question, and all he does is take out his card-size digital clock-calendar-alarm-pocket calculator!!
Your Daddy is playing with HIS toy . . . trying to figure out if you can play with YOUR toy!

I **can't sleep** without my **Teddy Bear!**

Joe . . . **go** get him his **Teddy Bear!**

**WHY ME?** Alla time, **me!** Here I am in a **nice comfortable chair,** watching my **favorite show,** and have to get up and schlep a **Teddy Bear!** Why does he have to be so **darn insecure?** When he **grows up,** will he **STILL** be sleeping with his **stupid Teddy Bear?**

You make the **biggest fuss** over the **littlest things!**

**Hi,** there! I'm a **puppet . . .** and I can **talk!**

The **HECK** you can!

But you **hear** me talking!

**That's** not **YOU** doing the talking!

**You're** nothing but a **stupid toy** made of **plastic** and **cloth** and **ping-pong eyes!** You're not a person . . . you're a **THING!!**

Then **why** are you **talking** to me?!?

**Daddy! Daddy!** Look what **Mommy** bought me! It's a **real fun toy!**

You call **that** a **fun toy?!**

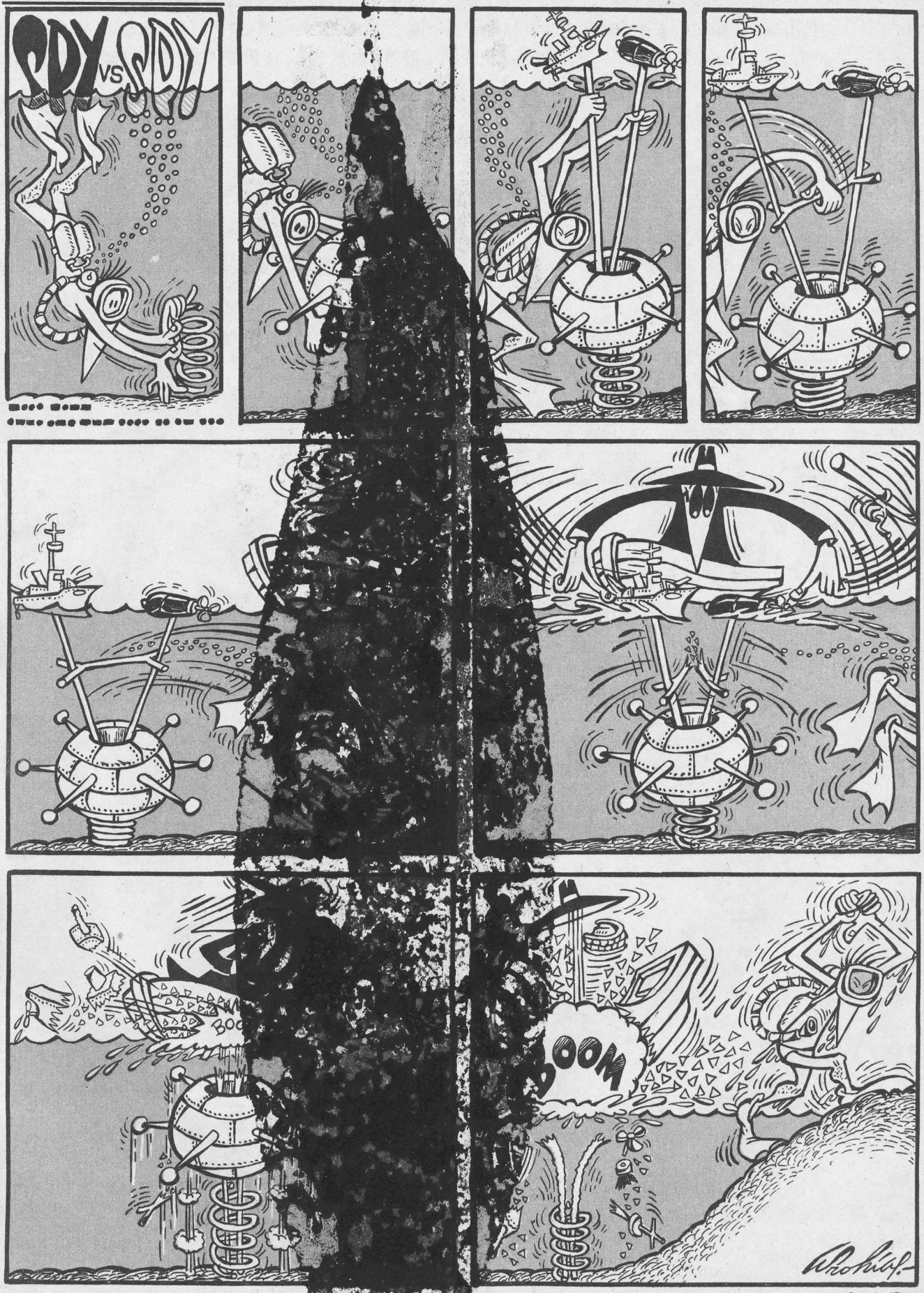
To **me,** it's a miserable, frustrating, exasperating, sweat-inducing, pain-in-the-neck, **UNFUNNY toy!**

Gee, **what** makes you think it's **NOT** a fun toy?

**It SAYS so** right on the **box!!**

Well, **I** don't see **any such thing!! Where** does it say it's not a fun toy?!

**Right THERE!!**


SPY vs SPY
BOOM

BEATING THE LEXICON GAME DEPT.

**A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new**

# A LITTLE KID UNDERSTANDI

## Detente

**. . . is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator.**

## Classified Information

**. . . is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.**

## The Domino Theory

**. . . is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.**

## Granting Diplomatic Recognition

**. . . is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.**

words and bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:

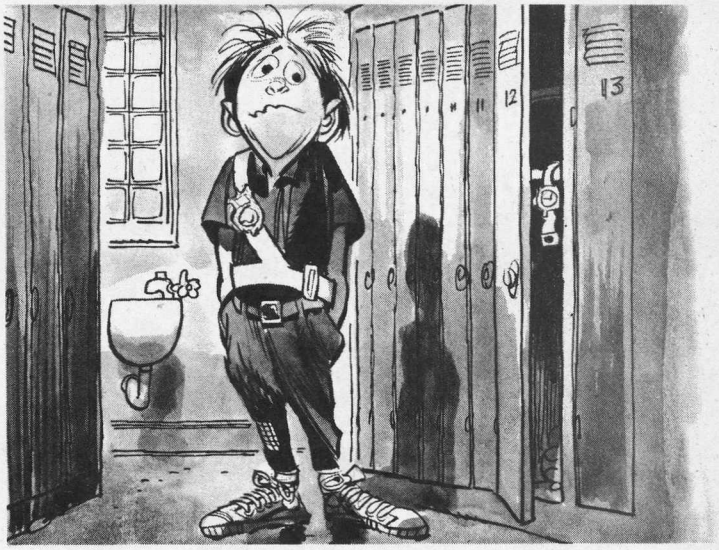
# 'S GUIDE TO NG THE NEWS

ARTIST: JACK DAVIS
WRITER: TOM KOCH

## Deficit Spending

. . . is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

## A Conflict of Interest



. . . is like when you're assigned as the Honorary Hall Monitor to see that nobody snitches stuff out of the lockers, and you're the main one who's snitching stuff.

## School Desegregation and Forced Busing

. . . are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

## A Consumer Boycott

. . . is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

## A Covert Operation

. . . is what Grown-Ups call it when they get caught doing something they shouldn't do. By calling it that, they make sure of getting a medal instead of going to jail.

## Fringe Benefits

. . . are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *Penthouse Magazines* under all that junk.

## Women's Liberation

. . . is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

## Declaring Bankruptcy

. . . is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

## A U.N. Cease-Fire

. . . is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

## Senior Citizens

. . . are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

## Bipartisanship

. . . is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

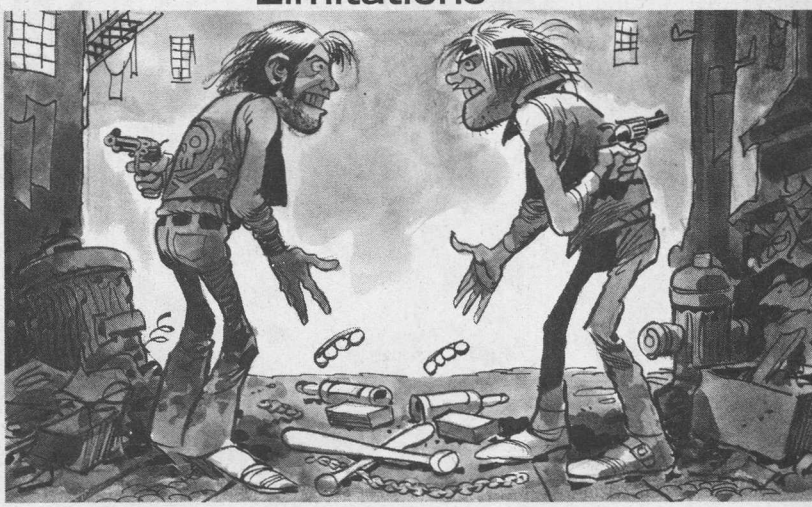
## An Unannounced Candidate

. . . is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

## A Nuclear Deterrent

. . . is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers . . . they hope.

## Strategic Arms Limitations



. . . is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

## A Recession

. . . is when your allowance stays the same for a long time because your Father asked for a raise and got turned down.

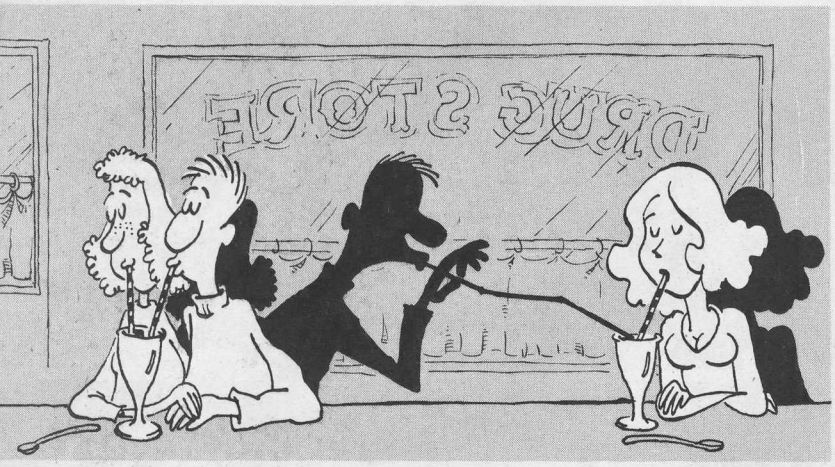
## A Depression

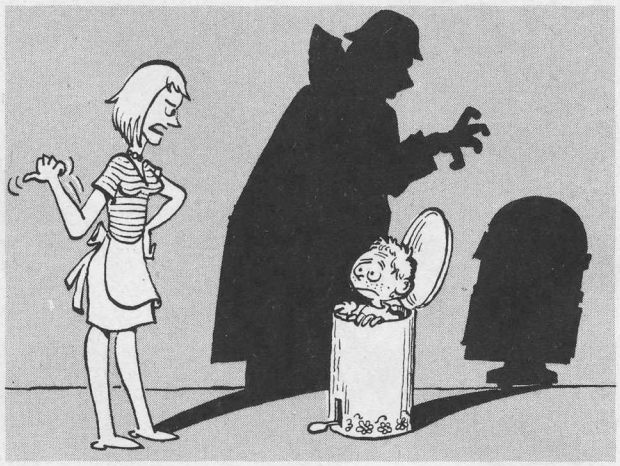
. . . is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

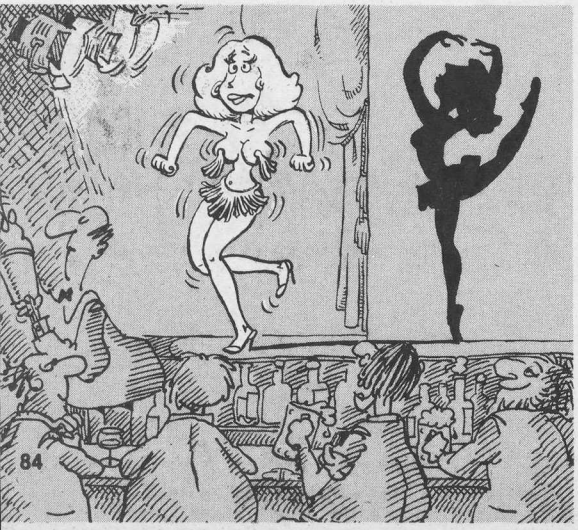
WE GOT YOUR PENUMBRA DEPT.

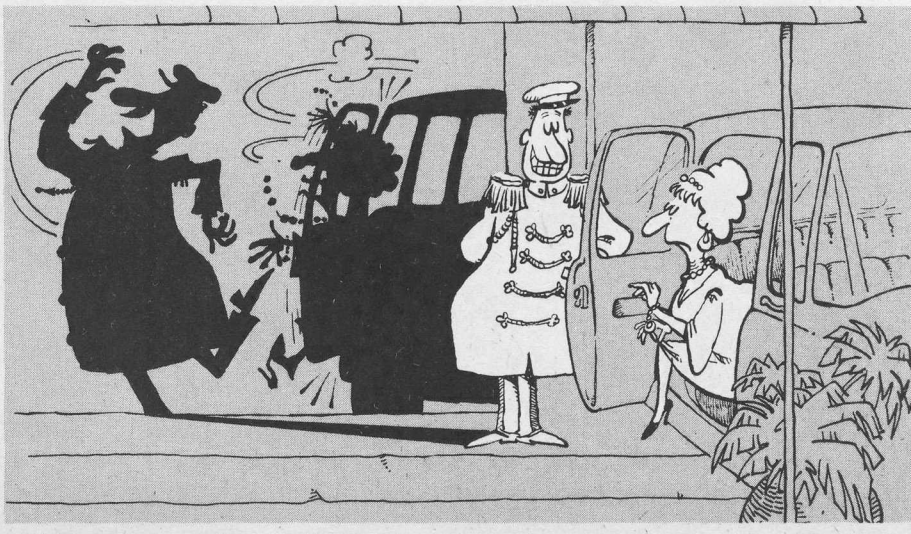
# Who Knows What Evils Lurk In

# THE SHADOW



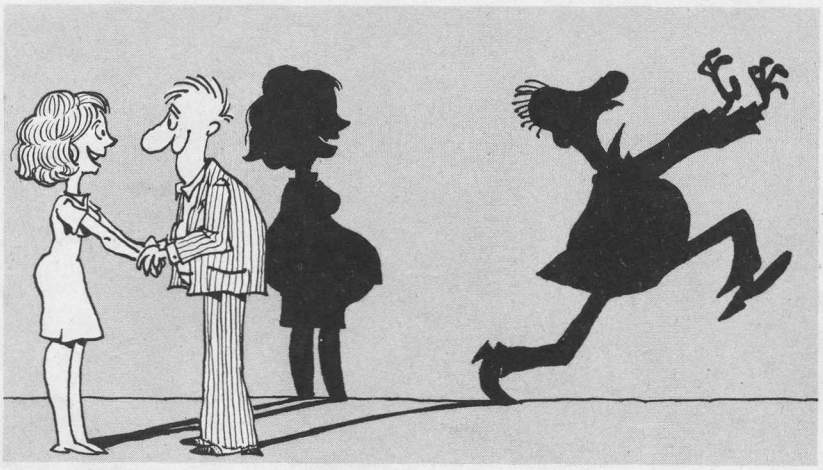


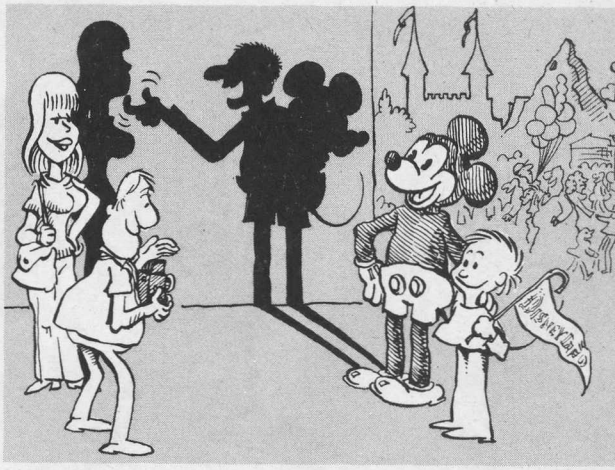


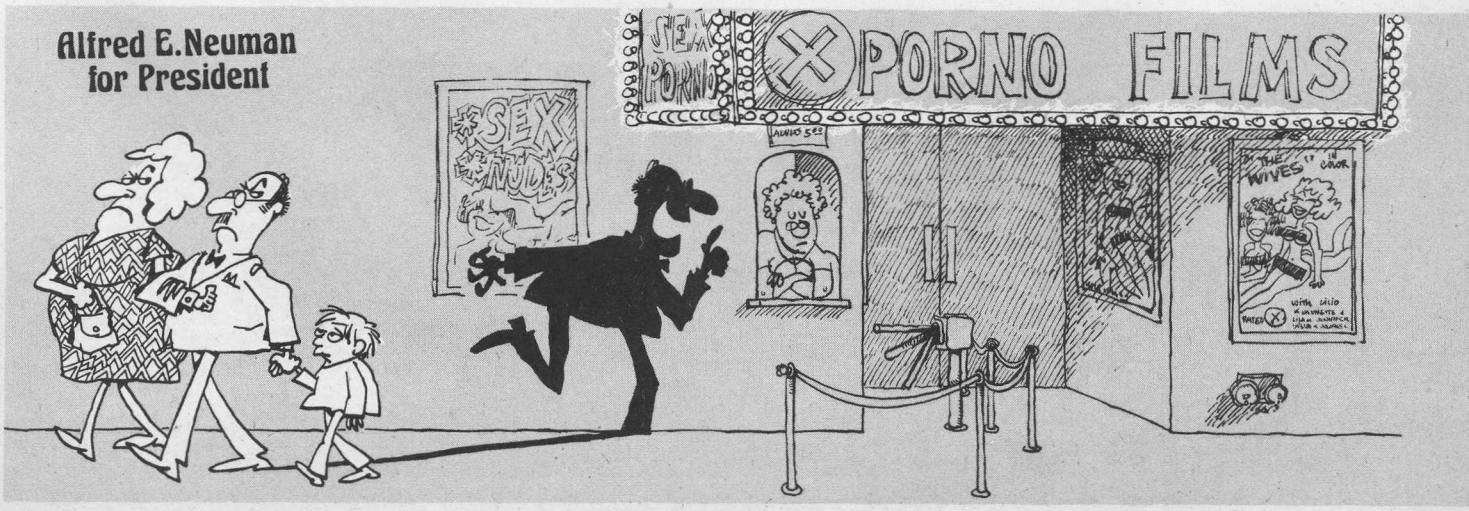
# The Hearts Of Men?

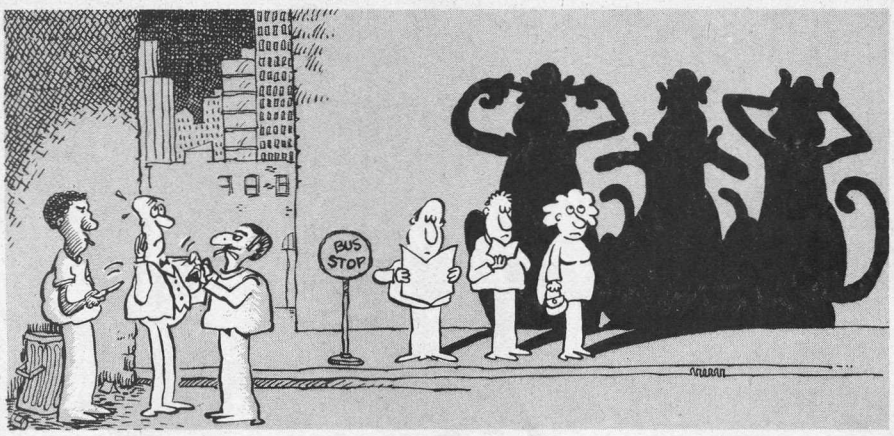
# KNOWS

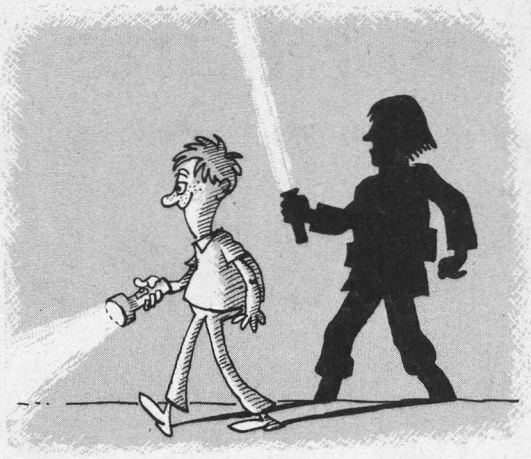
ARTIST & WRITER: SERGIO ARAGONES

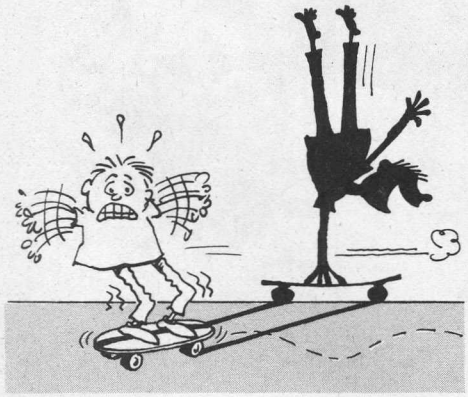


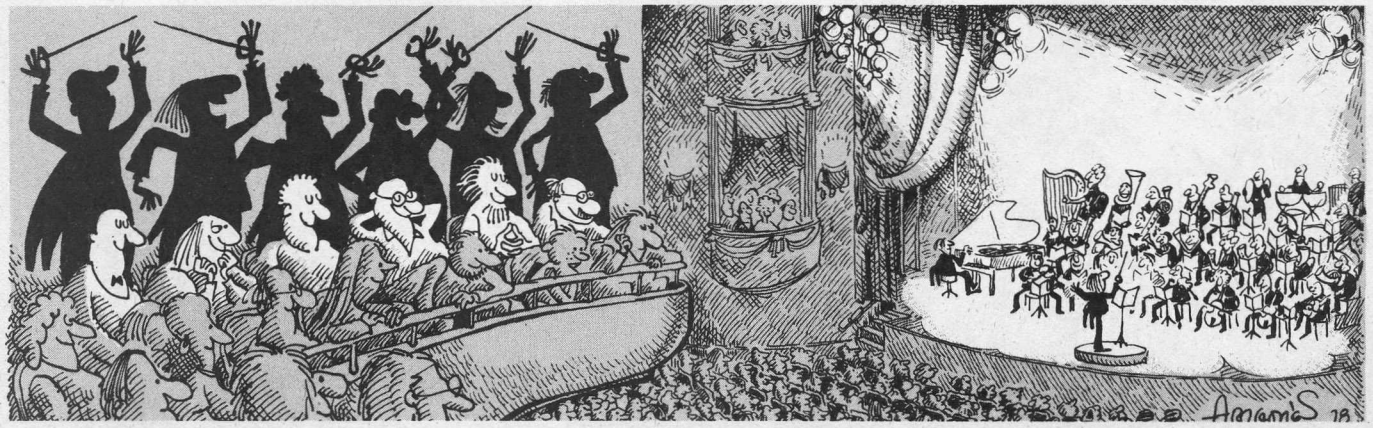





BUS STOP







**JEST IN TIME DEPT.**

There's a new book on sale these days called "Life Spans" which lists the average length of life for people, animals, foods and other basic, standard things. Like for instance, the Life Span of an American man is 67.6 years, a walrus . . . 40 years, an ostrich . . . 25 years, and an octopus . . . 10 years. Now, all these facts may help you win money on a quiz show, but they're not much help in social situations, family life and other areas of day-to-day living. Therefore MAD now presents its own

# REALLY IMPORTANT AND RELEVANT LIFE SPANS

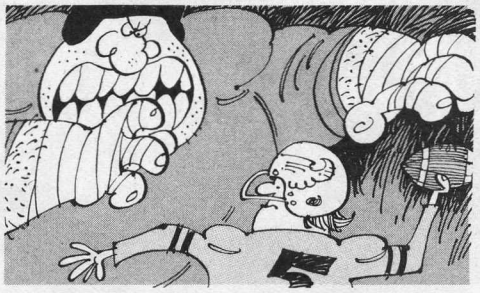
**THE LIFE SPAN OF AN EMBARRASSING PIMPLE IS**

**4 DAYS**

. . . unless you've got several heavy dates and social functions planned, in which case it's always 13 days.

**THE LIFE SPAN OF A PRO FOOTBALL QUARTERBACK IS**

**84 GAMES**



. . . depending on what shape his knees are in. (The Life Span of a Pro Football Quarterback's knees is 11 games).

**THE LIFE SPAN OF A NEW AIR CONDITIONER IS**

**3 DAYS**

. . . after the 90-Day Warranty Period.

**THE LIFE SPAN OF A POLITICAL PROMISE BEFORE YOU REALIZE THE GUY WHO MADE IT HAS NO INTENTION OF CARRYING IT OUT IS**

**100 DAYS**

**THE LIFE SPAN OF A MASS OF FRESH, CLEAN AIR OVER A LARGE AMERICAN CITY IS**

**3 SECONDS**

**THE LIFE SPAN OF A STEREO SET WITH NEW, BUILT-IN FEATURES BEFORE YOU COME ACROSS ONE WITH EVEN NEWER, BUILT-IN FEATURES IS**

**7 WEEKS**

ARTIST: PAUL COKER WRITER: FRANK JACOBS

**THE LIFE SPAN OF A MAFIA STOOL PIGEON IS**

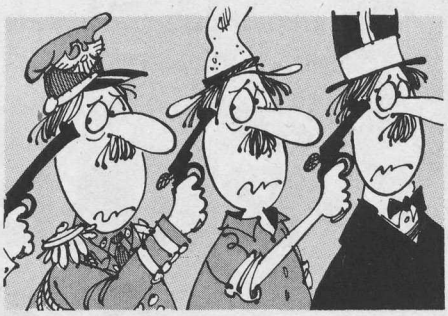
## OVER AS OF NOW

**THE LIFE SPAN OF AN HONEST, RELIABLE, EFFICIENT, SMALL MANUFACTURER BEFORE HE'S ABSORBED BY A DISHONEST, UNRELIABLE, INEFFICIENT GIANT CONGLOMERATE IS**

## 2 YEARS, 1 MONTH

**THE LIFE SPAN OF A SOUTH AMERICAN DICTATORSHIP IS**

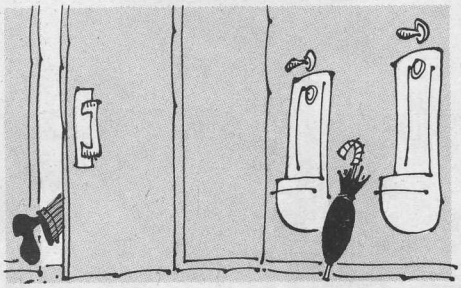
## 54 DAYS



The Life Span of the Free Democratic Regime that replaces it is 54 days. And the Life Span of the Military Junta that replaces *it* is 54 days.

**THE LIFE SPAN OF AN UMBRELLA IS**

## 176 DAYS



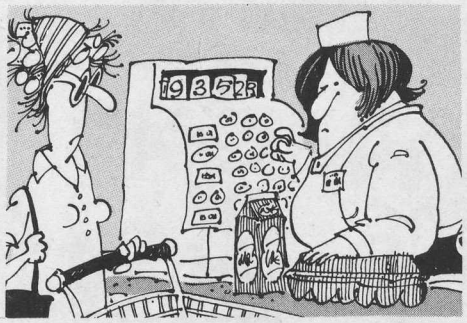
However, the Life Span of its Possession by You is 9 hours, figured from the moment you purchase it until the time you stupidly leave it somewhere.

**THE LIFE SPAN OF $100 AT A LAS VEGAS CRAP TABLE IS**

## 9 MINUTES

**THE LIFE SPAN OF A WEEKLY SALARY IS**

## 4 HOURS



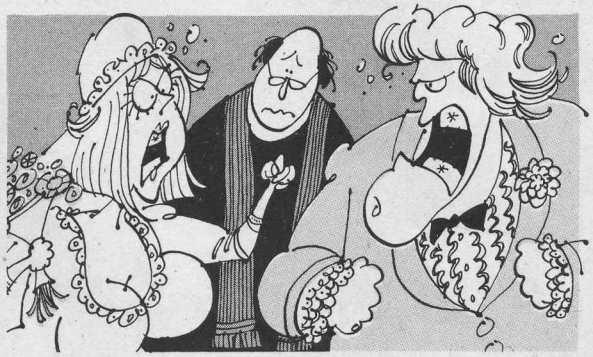
And the Life Span of a Weekly Salary supplemented with a "Cost Of Living Increase" is 4 hours and 5 minutes.

**THE LIFE SPAN OF AN OBSCENE PHONE CALL IS**

## 9 HEAVY BREATHS

**THE LIFE SPAN OF A MARRIAGE OF TWO POPULAR FILM STARS IS**

## 2 YEARS, 5 MONTHS



The Life Span of the Publicity about their Marriage Breaking Up is 2 years, 4 months.

**THE LIFE SPAN OF AN OPEN CAN OF BEER BEFORE IT GOES FLAT IS**

## 17 MINUTES

The Life Span of a Beer Drinker before he Falls Flat is 2 hours, 15 minutes.

**THE LIFE SPAN OF A NEW POPULAR CAUSE, SUCH AS "LEGALIZE WITCHCRAFT" OR "FREE THE ANAHEIM 7" IS**

## 5 MONTHS

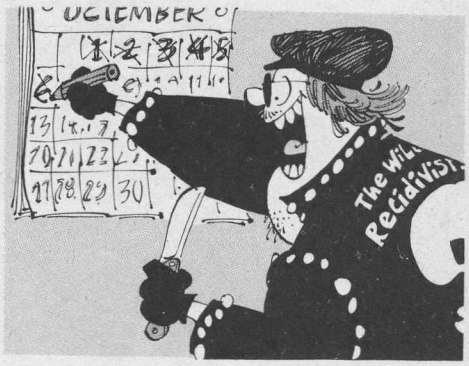
**THE LIFE SPAN OF A CHRISTMAS TOY IS**

## 2 HOURS

. . . plus the time it takes you to put in the batteries.

**THE LIFE SPAN OF THE GOOD BEHAVIOR OF A MUGGER WHO'S PAROLED FROM PRISON WITH TIME OFF FOR GOOD BEHAVIOR IS**

## 6 DAYS

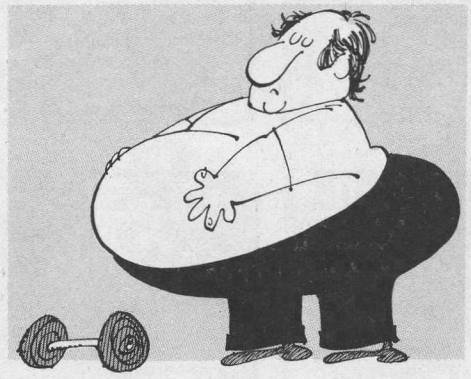


**THE LIFE SPAN OF AN OUTDOOR SCULPTURE BEFORE IT IS SMEARED WITH GRAFITTI IS**

## 27 MINUTES

**THE LIFE SPAN OF THE SPECIFIC BULGE YOU'RE TRYING TO ELIMINATE THROUGH EXERCISE OR DIET IS**

## FOREVER



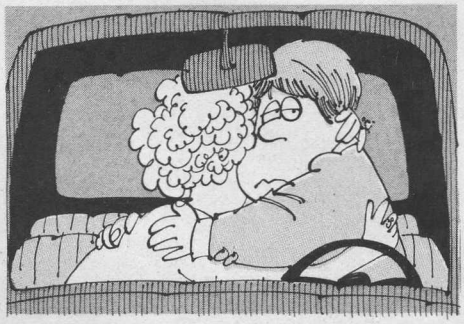
**THE LIFE SPAN OF A PAINFUL TOOTHACHE IS**

## EXACTLY 41 HOURS

. . . beginning at 5 P.M., Saturday and lasting until 10 A.M., Monday, which is the earliest your Dentist can see you.

**THE LIFE SPAN OF YOUR LUST FOR A GIRL YOU'VE DECIDED YOU WANT TO MAKE OUT WITH IS**

## 43 DAYS



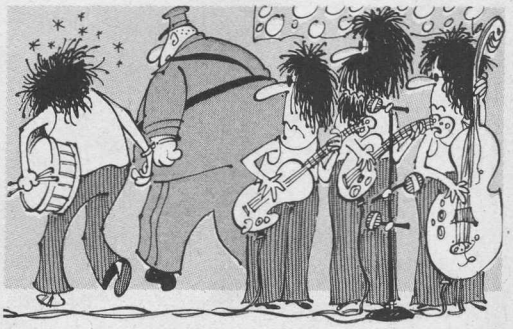
The Life Span of your Interest in her after she Finally Agrees is 12 days.

**THE LIFE SPAN OF A PUBLIC PHONE BEFORE IT'S OUT OF ORDER IS**

## 5 DAYS

**THE LIFE SPAN OF A TYPICAL ROCK BALLAD IS**

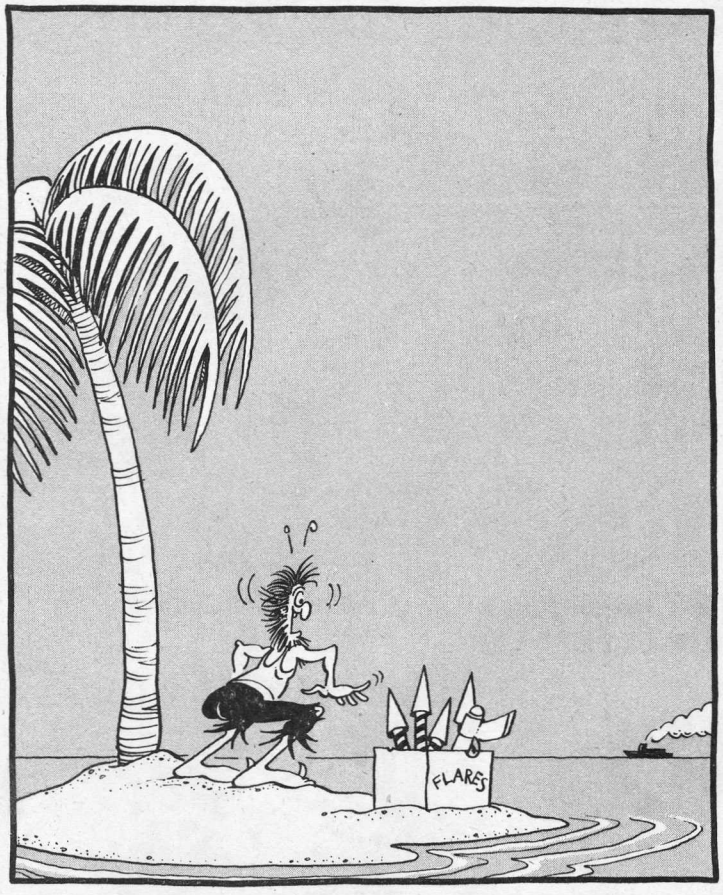
## 1 WEEK

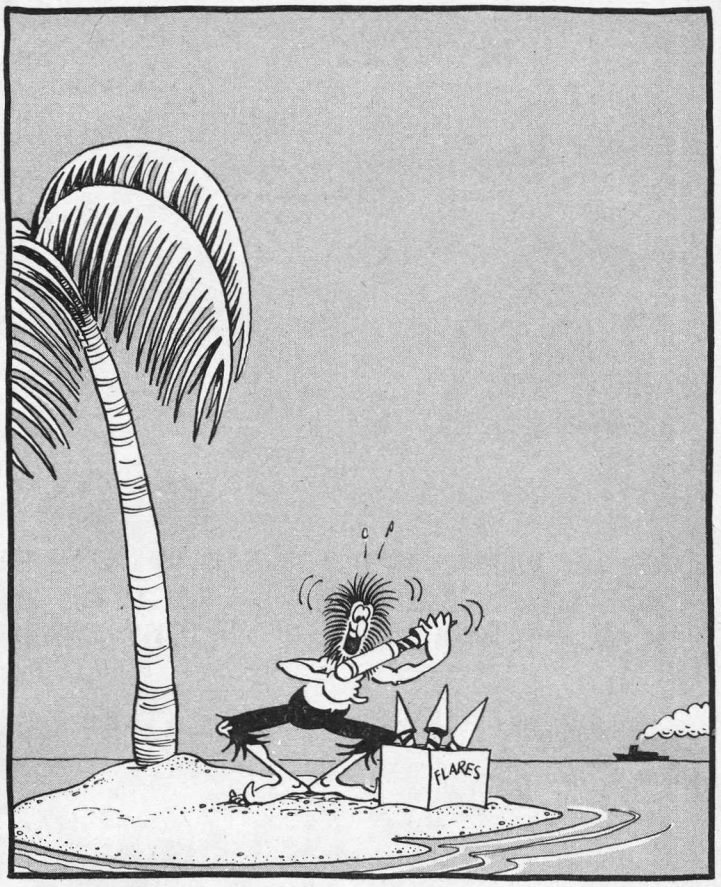


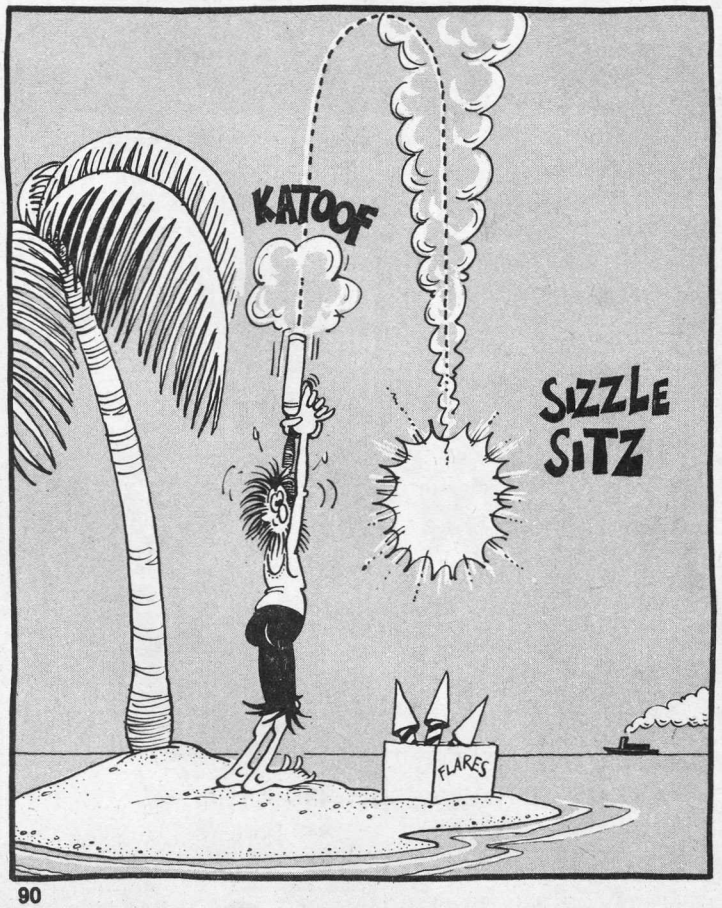
The Life Span of the Group that Recorded it is 3 weeks, or when the drummer gets busted for drug possession, whichever comes first.

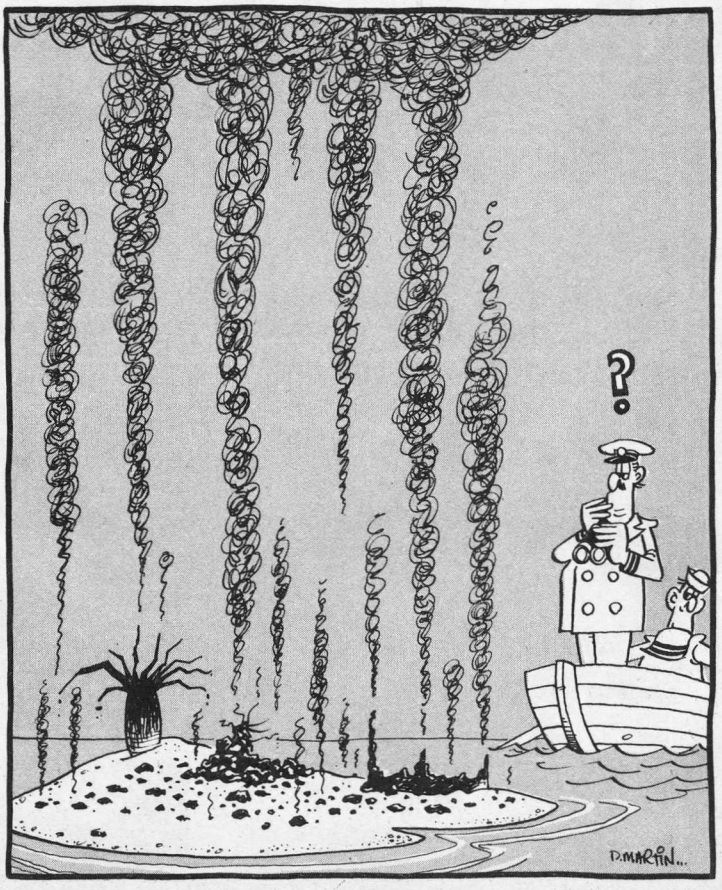
DON MARTIN DEPT.

# THE LAST DAY ON A DESERT ISLAND



**COUNTER-SCHLOCKWISE DEPT.**

**A few years ago, there was an Academy Award-winning movie about a woman whose husband was killed in an accident, leaving her with no money and a 12-year-old son to raise. Then some bright TV Network executive thought this would make a great premise for a weekly comedy series. The result? Well, all we can say is:**

# ALAS

ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE

Y'know, he kinda reminds me of my fourth Husband!
Hey, Good-Lookin'! What're you doin' after the hold-up?
Flu, be careful! He's got a gun!
Don't Ah know it! Ah really get turned on by a big dude totin' a weapon!
That's because a gun is a phallic symbol!
NO

I used to play one of them in my High School Band!
You used to play WHAT . . . ?
A cymbal!
Flu . . . you'd be turned on by a plumber carrying a plunger!
Smel, kiss mah mint julep!

Look! It's the heat!!
Nobody try nothin', or I'll blast the brat!!
What? You gotta be kiddin'! You can't shoot a child on TV! Maybe over on the "Number One Network". . . but not here on CBS!
Don't be too sure, Honey! If the producers think a poor widow trying to bring up a kid is funny, they're liable to think a widow havin' her kid wasted is downright hi-larious!!

This is the Police! We have you surrounded! Come out with your hands up!!
Hey! They're sending out the kid!
What do they want . . . a getaway car??
No, they're hungry, and they want you to send in some food!
But Smel's is a restaurant!
That's why!! They ate there before!
Smel's DINER
12
POLICE

We are coming to you, live, from downtown Phoenix, where a holdup is in progress at this very minute at Smel's Restaurant . . .
Look . . . ! We're on the TV!
Hi, Mama! I'll be home late tonight!
TV?! This is my big chance!!

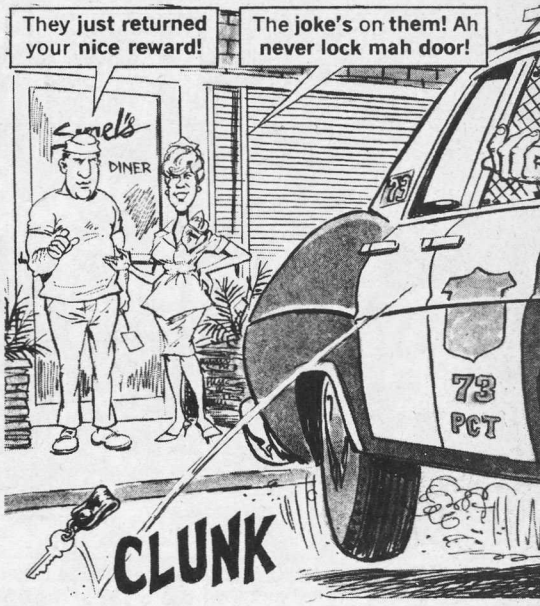
We've only just begun to live . . .
♪ White lace and promises . . . ♪
4
Smel's DINER

How did my song go . . . ?
Ah don't rightly know! They put on a toilet paper commercial just as you started t' sing!
That's the story of my life!

VET
DOCTOR

The cops said, "No deal!" They're gonna starve you out!
If we give up now, we can be in jail in time for supper! Otherwise . . . we'll have to eat HERE!!
Hold your fire! We're coming out! We surrender!

You boys in blue did a right fine job!
Just doin' our duty, Ma'am!
Wa-a-ll, Ah think you deserve a nice reward! Here's my apartment key!
POLICE
73 PCT

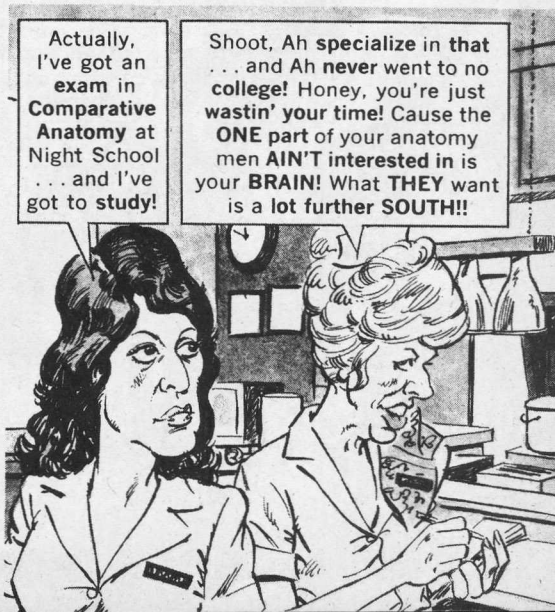

They just returned your nice reward!
The joke's on them! Ah never lock mah door!
Smel's DINER
73 PCT
CLUNK

Smel, here comes more trouble!
Another holdup?
No . . . worse!
You mean the City Health Inspector?!
Even worse! My Mother-In-Law!
NO CHECKS
CASH

I was poking around in the attic, and I discovered some priceless treasures I want you to have!
Priceless treasures? You mean I'm RICH?
This is Din's first diaper! I had it bronzed! And this is the hair from his first haircut!
That's a lot of hair for a baby! How old was he?
Twenty-one! They made him cut off his beautiful curls when he joined the Army!

Alas, don't you know what day it is? Can't you tell by the way I'm dressed?
I know!! It's Hallow'een!
No, it's the anniversary of my baby's fatal accident!
Today is the anniversary of Din's DEATH?!
No, the day he married YOU!!
ALAS

That woman depresses me! Smel, can I have a couple of hours off! I need some cheering up!
You gonna go out and get bombed?
No, I'm gonna go to a funeral!!


Actually, I've got an exam in Comparative Anatomy at Night School . . . and I've got to study!
Shoot, Ah specialize in that . . . and Ah never went to no college! Honey, you're just wastin' your time! Cause the ONE part of your anatomy men AIN'T interested in is your BRAIN! What THEY want is a lot further SOUTH!!

Don't knock edjucation! Look what it done for me!
What'd they do, put you in a bottle of alcohol and study you . . . ?
It so happens, I went to college under the G.I. Bill!
"G.I. Bill"! I saw that movie on the Late Show!
You went to college, Smel?

No offense, Smel . . . but I find it hard to believe that you went to college!
So do our viewers! But making me a college man as well as a vet means I can bring in my college chums and army buddies for Alas to date . . . and strike out with! As a matter of fact, my old college roommate is gonna be visting me today!
When I'm in college I'm gonna have a real groovy chick for a roommate!
That's a keen idea, Tum! Then you can always have fresh EGGS for breakfast!
NO CZECHS

Is your college roommate married, Smel?
Is he engaged, pinned, going steady, have a social disease or impotent?
No!
No to all that!
There must be something wrong with him! I'll bet he's GAY!
What's wrong with that? I like jolly people!

He's straight! A regular guy! Just like me!
I KNEW there was somethin' wrong with him!

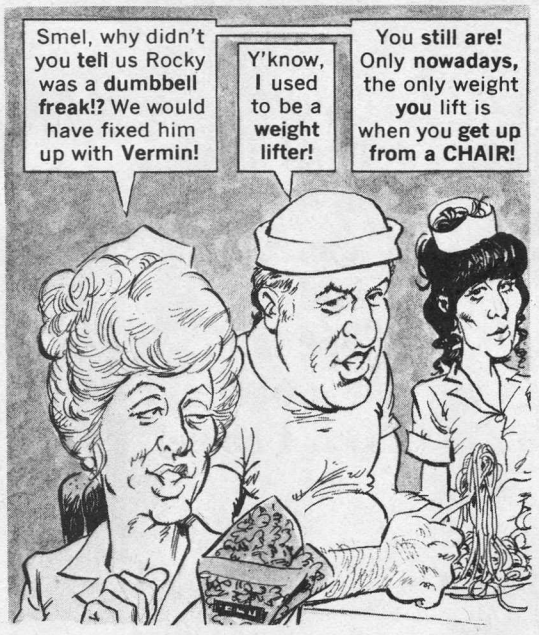
Smel, you ol' son of a gun!!
Rocky!!

Smel . . . this gorgeous hunk of man ain't nothin' like you! He can flick mah Bic anytime he wants to!
Rocky, meet the girls! The one with the big mouth is Flu—
She's Vermin—
An' she's Alas!
Hi! I'm a widow with a charming, freckle-faced son! Tum! Say something charming!
Hi! My Mom has a great body, and she doesn't have a date tonight!
She does now!
Boy . . . can you imagine what would happen in real life if a kid talked the way I do?!

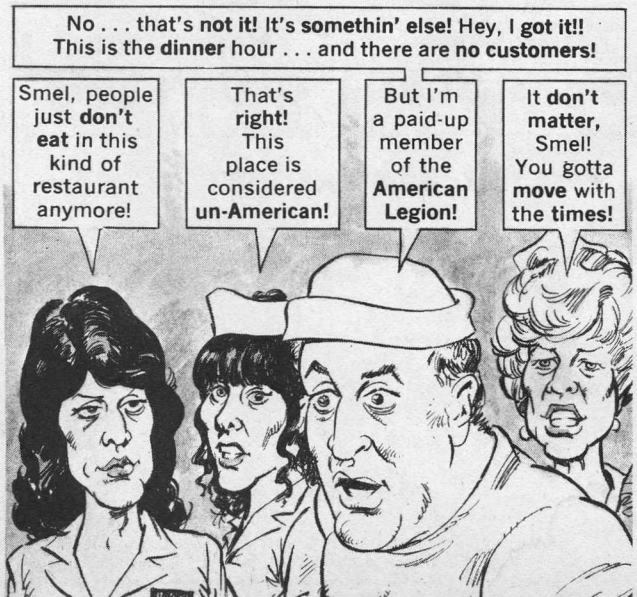
Golly, ah can't wait to hear if Alas scored las' night!
Here she comes!
Oh, my achin' back!
Touchdown!!

C'mon, Alas! Give us all the sexy details on how you hurt your back— as if I didn't know already!
There's not much to tell! He took me to dinner . . . and I should've been suspicious when he ordered his steak raw!
Did you hear that?! The man is an ANIMAL! He's MAH kind of GUY!
ANY kind of guy is your kind of guy!
Smel, kiss mah sweet pertater!

NO SMOKING
HOSPITAL
After dinner, he asked me if I'd like to come up to his place, and we could PUMP SOME IRON . . .
Jus' like that?! Ah mean . . . no warm-ups?! No preliminaries?! Get right to the main event?! What a man!!
Flu, to "pump some iron" is another way of saying "to lift some WEIGHTS"!
What? You mean, all you did was play around with some dumbbells?
Just ONE dumb-bell!
ALAS


Smel, why didn't you tell us Rocky was a dumbbell freak!? We would have fixed him up with Vermin!
Y'know, I used to be a weight lifter!
You still are! Only nowadays, the only weight you lift is when you get up from a CHAIR!

There's something wrong tonight!
Gee, everything's normal! I had my weekly date, and I didn't make out!
We put down the food you serve here, and I made my quota of suggestive remarks!
I did my usual "moronic" bits!
And I did what I always do! NOTHING!
PLAYBOY


No . . . that's not it! It's somethin' else! Hey, I got it!! This is the dinner hour . . . and there are no customers!
Smel, people just don't eat in this kind of restaurant anymore!
That's right! This place is considered un-American!
But I'm a paid-up member of the American Legion!
It don't matter, Smel! You gotta move with the times!

Have it your way . . . Hold the pickles . . . Hold the ketchup . . . Smel's Big Burgers Make us retch up . . .
Gee, how do you expect me to hold all this stuff! I only got two hands!
See anything you like, Mister . . . ?
Flu, hustle on your own time!
Smel, kiss mah Big Mac!
McSmel's Fast Junk Food
GIANT SMEL-BURGERS

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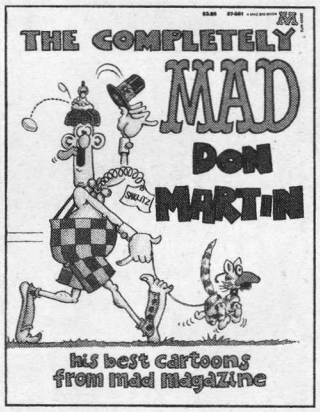


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HERE WE GO WITH ANOTHER RIDICULOUS

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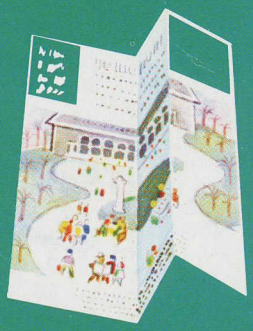

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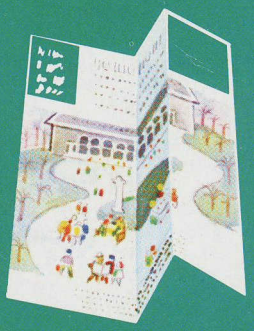

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